
“How To Fatten Your Wallet In No Time Flat!”

*How To Easily Control
Your Life and Dominate
Your Financial Destiny*

By Lawrence Tabak
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January 15, 1992



Dear Lawrence:

Initially, I was skeptical — as a matter of fact, damned skeptical — about some of your ideas. Nonetheless, I implemented, with trepidation, your suggestions.

Between January 2 and 11, 1992 — a period of 10 days — I netted \$30,000.00! To say that I am elated would be an understatement! And you know what? Your system was so easy to implement.

As a result of your program I am expecting to have my biggest year ever in 1992.

I can say without reservation that if anyone is really serious about making a hell of a lot of money and truly being successful, they should be involved with you. The amount of money I paid for your help is infinitesimal compared to my return on my investment! I THANK YOU for your consummate, unexcelled caring guidance.

Kindest personal regards,

Dr. John M. Gullo, Ed.D., P.A.

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ABOUT LAWRENCE TABAK:

Beginning as a desperate, demoralized vacuum salesman he proved that anyone armed with the right information can make it big and become successful—like he did!

Recently he spoke at a seminar where people paid \$4,000.00 each to attend.

Droves of people have paid him almost \$2,000.00 each just for the right to call him on the telephone for advice!

One businessman from Sanford, FL paid him \$75,000.00 for his entrepreneurial abilities.

In fact, recently over a nine month period, he was paid over \$331,500.00 as a consultant.



Here he is sailing his forty-foot yacht in the Gulf of Mexico. She's an Irwin MKII and is presently moored on the private island of Isla Del Sol, half a mile east of the famous Don Cesar Hotel.

And here he is enjoying his sports car. He has a thing about fast cars.



He invests in real estate and owns several parcels in the Central Florida area.

Now, when you read this... Lawrence Tabak is going to spill the beans and share his "millionaire-mindset" with you! In fact, one technique he is about to reveal to you was worth more than \$500,000.00 in business to him!

"Thank you for your most interesting and inspiring book (it read like a thriller). If you intend to recall my copy you would certainly have to hitch up the wild horses in order to drag my copy out of my hands."

IRWIN B. COLOVA

"Lawrence, your book was great. A definite keeper. Thanks!"

BOB S. BRUNSICK, OH

"I just finished reading your book called 'How to Fatten Your Wallet in No Time Flat.' It is a fantastic book on how to make money fast."

B.P. COMER, GA

"Mr. Tabak, this book is fantastic. I know with your help I could make lots of money. Thank you for sharing this information with me."

BURCH B. COMER, GA

"I found your book to be 'chuck full' of information - the kind that can only be learned from experience."

MARION H. PANARAMA, CA

"Mr. Tabak, you've got me jumping - yearning - wanting - and very glad - to know I can have, if I want it had enough, live it, and become it. It's been all I've been thinking about since the last chapter."

PETER C. CRANSTON, IN

"The book is excellent. A thorough reading of it and the adherence to those suggestions/directions found in it should bring success (or at least much money) to the reader."

CHARLES L. SAN CLEMENTE, CA

I have no doubt in my mind (and admittedly, I was skeptical at first) that this book will prove very profitable to me in cash terms, since it already has in terms of valuable knowledge. It's a veritable seminar-on-paper. I've gotten started already! So, thanks a million from one who's about to make a million.

JAMES W. INGRAM, DEPUTY CHIEF, COMMODORE OFFICE, POLICE DEPT., MICH.

I made \$35,000 in 3 months. Thanks for opening my eyes and mind.

STEVE DODGE, NM

...I put together about two months ago (60 days to be exact) and since, I have pulled in over \$9,150.00, viva la self-employment!

LARRY WEEKS, FL

"I think you are great Lawrence of Arabia."

STEVE M. HANWICK, MA

"I found your book 'How to Fatten Your Wallet in No Time Flat' very informative and well worth the money."

RICH C. EL PASO, TX

"Your manual is plainly and simply great! After an untold amount of \$'s spent on useless info, I finally received a money making program I really feel good about. Thank you sincerely, and may God forever bless you."

ALBERT N. EMERSON, AR

"I found the whole book to be very exciting and informative. It was full of creative and interesting ideas that could make huge amounts of money that I never heard of before. Keep up the good work! Thank you very much for the book. I hope someday we will work together."

CHRIS H. BETHESDA, MD

"In my honest opinion it is probably the best book I have read to date. For once I felt like I dealt with a 'legit' guy and finally got more than my money's worth. All I can say is thanks."

RAY I. NY, NY

"I must say that I was very skeptical when I first read your ad, but after receiving and reading it I must admit that I am more than satisfied with what I got, and my hat is off to you for keeping your promise to deliver as I am in no position to waste my money as I have in the past sending for, as I call them, pure garbage. YOU came through. Thank

you, thank you, thank you. P.S. You have my complete permission to add this letter to your many other testimonials."

WILLIAM E. BUCKHOY, CHICAGO, IL

"This is the most exciting information book I ever read. (Apart from the Bible!) It makes me laugh, shout..."

IAN M. JAMAICA, WI

"I thought the book was very helpful. It was written very well. Very exciting to read. You get the feeling that Lawrence knows what he's talking about and is very much living in the real world."

WILLIAM P. LEAD, SD

"Fabulous opportunity - I'm looking forward to it."

BILLY T. KNOXVILLE, TN

"First off, I'd like to thank you! The book was great! I did exactly as you said to do. I sat down and read it! Did my brain get buzzing? You bet!"

PAT M. ANORA, CO

"This is the first letter I've written to a direct advertiser where I was NOT asking for my money back. Thank you!! Your book on 'How to Fatten Your Wallet' is excellent. You really do deliver as much and as fast as you actually advertise. I can actually use your information. That's nice for a change. In the long run I know you saved me much money and disappointment. I'm sure you've heard all this kind of stuff before, but after reading your book I was compelled to write you and boost you ego some more and to just say thank you again. Sincerely yours, P.S. Thanks for the extra reading recommendations. I'm sound great. You're AAAAA OOOOOO-KKKKK!! (See what reading your book did to me.)"

MIKE B. LAKEWOOD, NJ

"I enjoyed your book immensely. It will help me in some of the projects I have in mind. No refund for me."

VERNON W. EUGENE, OR

"The best book I have ever read. I have read a lot of money making books, but none better."

JOE W. CHICAGO, IL

"Finally a book that gives me some information I can use."

JACK C. AUSTIN, TX

"This is, by far, THE most straight-forward and honest information I've ever paid good money for."

BILL S. HARRISBURG, IL

"It was great. Best information out."

MIKE G. RIDGECREST, CA

"The most down to earth hard hitting book on making money I have ever read. Extremely informative. Straight forward and inspiring."

WILBUR B. BROOKLYN, NY

"I too have purchased many, many books on various types of money making systems. But, I must admit that yours is in a class all by itself. And I fully intend to put a great deal of it to good use and soon. Am taking the liberty of adding a letter to this."

JAMES W. PERU, IN

"Read 48 pages before dinner hour, finished book and took notes till 1:30 a.m. Yes, your book is extremely helpful. What was most impressive where the listings complete with names and addresses. Also your no-no books and list of good ones. I intend to write more when I'm off the ground. Yes, onward we go!"

ALICE B. CANTON, OH

"Great information!! A must for any serious self-starter."

JIM B. COLUMBUS, OH

"Great, great, great, the best, well written..."

DANNY P. FALLS, VA

"I've read a lot of books and letters on everything from Get Rich Overnight to The Lazy Man's Way to Riches. But this book of yours is far and away one of the best if not THE best I've ever read. At any rate, thanks for the book, on a scale from 1 to 10 it's a 12. Well worth the money."

PAUL L. SPANBURG, WA

"Thank you for this book and the information. We have looked at a few over the years, but none to match yours. It told us in a straight 'no bull' fashion what to do. Thank you."

GEORGE A. BEV MANHATTAN, CA

"I have enjoyed the book immensely. I feel have been helped mentally and financially. You have been blessed with an unusual ability. I wonder, are you thankful for all GOD has done for you?"

PAUL Y. WENATCHEE, WA

"I've sent for many programs only to be disap-

pointed when I received them. Your book by far is the best. The information you provide here will definitely help me to get back on my feet and on track again. Thanks Larry."

JIM H. HAZELTON, PA

"Lawrence Tabak is a master teacher. I have attended seminars with him. I have heard him speak. I have consulted with him at his office. I have studied his books. Nobody practices the principles of wealth-building better. Nor teaches them more enthusiastically and successfully than he. You want to be rich? You need to know Lawrence Tabak."

JOHN W. LANE

Formerly President & Chairman, Midland International Corp. — world's largest CB Radio Manufacturer Formerly Senior Advisor to the President, Union Corporation, Tokyo, Japan and Chairman of the Board, Union Satellite Technology Corporation — now the largest home satellite TV marketer in the USA! International Marketing Consultant to companies around the world.

"I have found your book to be a no-nonsense, hands-on-instruction manual for virtually anyone interested in 'fattening their wallet in no time flat!' I admire your honesty and approach in getting to the 'nuts and bolts' of things as well. It is here that much information is divulged which is NOT idle theory but proven, first-hand experiences which illustrate what it takes to succeed today... by a player!"

GARY J. POLYFKA

I am making \$400 more a month because I implemented the distilled power packets of wisdom from your book entitled "How to Fatten Your Wallet in No Time Flat."

DAVID ENGBRETSON, IN



Introduction

Dear friend,

Buckle your seat-belt; glue your hair-piece down; and take a stiff drink. Why? Because you're in for a shock. A Fat one!

See, this manual you are holding in your hot little hands is going to give you more hard-hitting techniques on making big money... fast, than anything you have ever read before - or are ever likely to read in the future!!

How can I be certain of this? Easy, it's because...

**I, MYSELF, AM USING THESE VERY SAME TECHNIQUES
TO RAKE IN HUNDREDS AND HUNDREDS AND
HUNDREDS OF THOUSANDS OF DOLLARS.
RIGHT NOW!**

And I'll prove it!

But more importantly, I can easily show you how to duplicate what I have done!

So let's clear something up right away. If you are looking for a get-rich-quick system - - where you wind up a millionaire by next Tuesday without getting out of bed - - where all you have to do is push some sort of magic button and all your money worries will be solved... then don't bother to read further!

Why? Simply because this book will disappoint you. Massively!

Don't laugh. Some people actually believe there is a method... a magical voodooistic secret way to make a lot of money simply by doing... you know... absolutely nothing.

Look, the truth of the matter is...

THERE IS NO SUCH THING AS GET RICH QUICK AND EASY!

If you believe there is... you are wrong. Dead wrong. And I'll prove it to you in a few minutes!

However, if you have some common sense and are willing to follow through with a little effort, I can show you how to pocket more cash than you ever thought possible. Even in your wildest dreams!

I kid you not.

Plus, I guarantee that just by reading this manual and following my simple, proven advice... you can fatten your wallet to the Nth degree of stoutness. In a matter of weeks.

Anyway, who can benefit from my knowledge? Well, are you...

a student?
 a computer operator?
 a factory worker?
 a soldier?
 a doctor?
 a business owner?
 a teacher?
 a truck driver?
 an office worker?
 a surfer?
 an executive?
 a golfer?
 a beach bum? (just kidding)
 a broke beach bum?
 young?
 old?
 male?
 female?
 clever?
 semi-stupid?

Whatever: The point is... do you want to make enough dough to be on easy street? For the rest of your life? And... would you like me to show you how to do it all from the comfort of your home? Without ever meeting anyone face-to-face? In your spare time? Starting with almost no money?

You would, but aren't I forgetting something right now? Something important?

Well, you're right...

"THANK YOU!!"

Thanks for your business. I really and sincerely appreciate it. But, more importantly, thank you for giving me this opportunity to turn your life inside out. To make your wallet as fat as a house! To show you finally, and for real, how to be wealthy and happy!

You know, I've read hundreds of books on making money and business. I have them sorted into two separate piles.

Pile number one consists of all those books written by experts, CPAs, Harvard professors, business columnists, and the like.

How many of my books are in pile number one?

95%

Pile number two therefore only contains 5% of the books I've read. However, the books in pile number two have benefitted me one trillion times more than those in the big pile. Odd, isn't it?

Not really. See, just look who wrote those books. All the books in pile number two are written by...

"DOERS"

What is a doer? Could it be the champ of the Pac-man game in Video-Arcade-Dom. Not exactly. A doer is someone who has actually done it. Made a bundle. Himself. Or herself. And you know what? This is someone I like to learn from. And so should you.

Why? Because if you're serious about success... you need to find out what they know. And to the contrary... you don't need to learn from some silly, tight-lipped, haughty-taughty, research-to-death Harvard grad, who has never had the quits to go out into the real world. And who, by the way, makes far less money than he'll admit to.

No sir. You need to learn from someone like me. A street-smart pro. Who pulled himself up by his boot-straps. And made something. From nothing. See, what you won't find in this book is well-written, properly punctuated, great grammared bull. The fluffy (you're supposed to think I'm clever) nonsense.

But what you will find are techniques and methods I've proven can make you some serious cash. In fact, more money than most "educated" people can even count.

So what am I saying? The answer is easy. Learn from someone who has actually done it. Someone who knows. Someone who has the hands-on experience. Listen, if you were surrounded by five thousand blood-thirsting, war-mongering savage Indians... who would you rather learn survival from? A Harvard grad who studied the Wild West for twelve years? You know, a real "authority" on the subject?

Or would you prefer to be led by...

GENERAL CUSTER?

Me? I take Custer.

Why? Because Custer knows the inside tricks. He's battle hardened. He knows when to fight. And he knows when to cut and run. He talks the lingo - - knows where the secret trails are. And therefore...

**I HAVE A MUCH BETTER CHANCE OF KEEPING MY
SCALP FROM BECOMING A CONVERSATION-PIECE
IN LITTLE RUNNING WATER'S TEEPEE!**

Get my point?

This is what it boils down to: if you want to learn how to make bread... go to a baker. If you want to learn how to sew... go to a tailor. If you want to learn how to make a lot of money... go to someone who has actually made a lot of money!

Moreover, you should close your ears, at least financially, to friends and family and anyone else who hasn't made a fat wad of cash! Why? Because how in the dickens are they going to help you?

I want you to know, in no uncertain terms, that I truly care and want to help you. I know. I sound corny. But it's true. And do you know what? The more I help others, the more it comes back to me and the more money I make. It's a funny thing.

The feeling of gratification I get from helping others puts me on the highest high. Look, when you get all the B.S. out the way, isn't that what life is really all about? Helping people? Well isn't it? Of course!

I'll tell you what. All the money in the world can't make me feel the way I do when I help someone to succeed. So please understand this: my motivation for selling this manual is not just to make money (that's only a part of it), but it is also to satisfy my innermost desire for happiness and true success.

I don't measure success by money alone. There's a lot more to life than that. Agreed?

Look at this. You give me half a chance, and here I go giving you a whole sermon on life, money, success, General Custer and who knows what.

Better press on before I talk myself into one huge state of oblivion!

What about my writing style? I'm writing this book as if you were standing in front of me, in person. Just you and I. Having a little chat. One pal to another.

Why did I choose this format? It's easy. I'll really be able to communicate. Clearly.

Plus, I don't beat around the bush either. No sir. Not me. No pussy-footing around. I tell it the way it is. Good or bad. And that's why, I already know in advance, some snotty-nosed, beach-sand-for-brains, rigid people who read this book are gonna say, "Hey! This Tabak character is a real raving neuro-psychotic madman. Who let him out the cage?"

But do you know what? That's fine. I don't mind. Do you know why? Because I'm not writing for them. In my view, you could hit these people over the head with a "can't-fail" money making opportunity. And you know what they do? Their negative, skeptical minds figure out every reason why it won't work. Why it can't work. And if they can't logically run your idea into the ground... they invent reasons.

I guess these people have been programmed this way. And do you know what else? These poor, narrow-minded souls never make it! At least not in the financial game.

So listen friend, keep an open mind as you read here. Don't block out new ideas just because they are new to you!

And one more thing. Do you feel depressed? Do you feel overburdened with all the hardship in your life? Are you in serious financial trouble? Is there no hope left in your heavy heart? If so, then please... please...

BRIGHTEN UP!

Being sad and sulky doesn't work. In fact, the more you moan and feel sorry for yourself, the worse your problems get.

The truth is: it's almost impossible to solve any problem if you feel down!

Look, I don't care how low you feel. I've felt worse. I don't care what's happened in your life to upset your apple-cart. My apple cart was turned upside down and dropped from the top of the Empire State Building onto my head. I've been there. So don't tell me: "I don't understand what you're going through!"

BALDERDASH! I DO!

The trick is to work on your happiness. That's your Numero Uno mission in life. Because, in the end, what is really more important?

So how do I become happy? What's the big secret?

O.K., I'll tell you what to do...

BUT NOT HERE. GO TO THE NEXT CHAPTER!!

In fact, later I'm going to show you an amazing method to easily relieve your body of all stress and hindering anxiety. So you really can be happy... and... believe it or not... this valuable program...

WON'T COST YOU ONE RED CENT!

Chapter 1

Belief

Charley Green lived in the slums on the south side of town. He was basically, well... homeless!

Charley hadn't changed his clothes in eight weeks. He hadn't washed or shaved in a month and he... had this "aroma" about him.

He had no money. Not a penny!

In order to eat, actually, just to remain alive, he would walk the dangerous streets collecting aluminum cans.

Then he would take them to the nearby recycling plant and exchange them for a few pennies.

Charley Green was alive. Barely.

Winter was here and poor ol' Charley, in his heart of hearts, honestly didn't believe he would still be alive when the summer came.

This was the end of the road for Charley.

You know, he never did very much with his life. He never educated himself. He never bettered himself. He was just, for reasons beyond his control, wandering helplessly in a fast moving world.

Life was cruel. And now his seemingly meaningless existence was coming to an end.

He pondered these thoughts. They bothered him greatly. He was depressed. All he knew was to pick up old cans. Not very much, was it?

Miraculously, Charley Green met an old fortune teller on the cold streets one day.

They became friends. Charley came to trust his friend over the course of the following months. As his trust and friendship grew stronger, so did his interest in astrology and reincarnation.

Charley was especially fascinated with reincarnation. He was intrigued by the fact that he was someone else in a former life.

Possibly, he thought, he had led a better life a long time ago.

He had to find out.

After paying his friend a small fee, the friend conceded to him that he had been none other than the...

**GREAT ABRAHAM LINCOLN
IN HIS FORMER LIFE!!**

Charley was speechless. How could this be possible? How could such a great man in one life turn out to be so low in another?

The fortune teller quickly explained that we go through cycles. When he was Abraham Lincoln he was riding the peak of his cycle.

Now, in this life, he was in the valley and that, most importantly, his cycle was about to swing upwards again.

Charley was so excited. He couldn't sleep a wink all night.

At the crack of dawn he raced to the doors of the city library where he waited anxiously for them to open.

When he was allowed in, he pulled out every book he could find on Abraham Lincoln. He read with vigor, his eyes poured over the pages soaking up the information with an intensity that he had never felt before.

The more he read, the more energized he became. It was like fuel pouring onto a fire....

Whoosh. Whoosh. Whoosh.

He read for hours. Days. Weeks - losing all track of time - learning hungrily everything he possibly could about himself.

This was amazing. He was, to say the least, totally mesmerized. And, more importantly, he forgot who he was - - his unfavorable disposition. Everything.

And do you know what? The more he read about himself, the better he began to feel.

He soon became employed in a remedial position at a beverage bottling plant. He worked hard. He stayed late to finish his job at night. He never asked for extra money. Heavens, ol' Abe wouldn't have.

And every night no matter how late it was, he would read still more about himself before retiring to bed.

Then, miracle of miracles, he was promoted. Then quickly promoted again.

He kept on working at his job with a single minded purpose. After all, he was Abraham Lincoln, wasn't he?

He made great management decisions for the company. Profits...

SOARED LIKE AN EAGLE CAUGHT IN A MASSIVE THERMAL UP-CURRENT

In fact, his opinion was held in such high regard that he was eventually voted onto the board of directors of the company. But do you know what?

This did not surprise the man who was Abraham Lincoln.

HE EXPECTED IT!

Then, several years later when the opportunity arose, he summoned his courage, borrowed all the money he could from a bank, and purchased the company.

CHARLEY GREEN BECAME A MULTI-MILLIONAIRE.

But even more importantly, he had a wonderful family, friends, good health, more than he could ever possibly wish for in ten life times.

Then one day he learned of the death of his old friend, the fortune teller. What a shock. It came out that the fortune teller hadn't been a spiritualist after all.

HE WAS AN IMPOSTER AND A FRAUD.

Charley was very distraught.

How could this be? This meant that he wasn't the great Abraham Lincoln!?

But... do you want to know something funny?...

IT WAS TOO LATE!

Charley's Beliefs were too deeply ingrained in his mind to be changed. He could never go back to where he was. He had grown too much. Seen too much. Done too much. Achieved too much.

Charley Green was who he was because of who he...

BELIEVED HE WAS!

Wasn't that a wonderful tale?

And isn't it so very true?

Of course it is. Let me tell you this...

**YOU ARE CAPABLE OF MUCH GREATER
ACCOMPLISHMENTS THAN YOU THINK YOU ARE!**

That is a profound statement. Think about it!

What's more, this leads me to the question of the "have nots."

You see, I was actually a "have not" myself. Yep, you're looking at an "ex-have not".

At one stage in my life I was destitute. I struggled to keep my head above water. I suffered from a minuscule self image.

Mind you, it's easier to be a "have not" and complain and blame everyone else for your misfortune, than it is to take responsibility for your life.

And... on top of that... if you don't consciously model yourself into a definite, positive, productive, useful human being, you will take the path of...

LEAST RESISTANCE!!

It's much easier to stay home and drink beer than it is to go to work.

It's much easier to quit when the going gets tough, or when the hours get long.

It's much easier to throw an insult at someone when they anger you, rather than think about the consequences of your action before you speak.

It's much easier to spend your extra money on trivial gimmicks (like the good ol' fair-play lottery) rather than to invest it wisely for a future time.

Yes. The path of least resistance is the easy road. It is the path of mediocrity - where average men and women stroll. And it is the road of the "have nots".

But, unbeknown to the "have nots," they need not follow this mundane promenade to a less than full life. Why?

Because they have the power to change - the *ability* to rise above the masses.

Moreover, this amazing energy and dexterity is stored deep within each and every one of us - without exception - waiting to be tapped into by those who *believe* they are capable of great conquest.

So what am I babbling about with these big discombobulating words? Simply this: Believe in yourself!

Why? Because if you think you can... you can. And if you think you can't... you're also right... you can't. So it's best to believe "you can." Either way... you're right.

On we go...

Once upon a time, two men, Rusty The Redneck and Bill The Bull Shooter took a \$100 bet. Bill dared Rusty that he wouldn't be able to walk across a twelve foot length of timber (which was eight inches wide and three inches thick.)

The timber was first to be placed flat on the dirt and then, after that, it was to be suspended between two trees at a height of 50 feet above the ground!

For the first part of the bet, as agreed, the timber length was placed flat on the dirt. No problem. Rusty confidently stood at one end. Downed a beer. Let out a grueling burp. And within five seconds paced across to the other end - grinning all the way.

Yee-Doggie!

Easy. No sweat. Like taking fodder from a calf. He could see the \$100 bill looming in his mind. "This is quick money," he thought!

Anyway, after a short time, the second half of the stunt was prepared. Rusty Redneck, still confident of his sure *win*, scaled up the tree to a height of 50 feet where the timber length was waiting for him.

There he stood, preparing to walk across, when all of a sudden...

HE LOOKED DOWN!!

Holy mother of mango.

Rusty's grin vanished. His knees trembled like a turkey two weeks before Thanksgiving.

As for the \$100 bill... what \$100 bill? He could care less about it now!

He saw the earth below and people running around.

Visions of an ambulance and a hospital flashed into his head. He pictured his body. Mangled. And crushed. Blood. Doctors. Chaos. Nurses. More blood. Ooooooh. Then...

A FUNERAL!!

Great sorrow on the faces of his loved ones. He was totally engulfed by these horrendous thoughts.

A bead of cold sweat dripped down his neck, then down his back... tickling... making his hair stand on end.

He felt his body sway as he battled to bring his emotions under control. His left leg shook like a twig in the wind as his right foot lifted slightly in anticipation of taking his first step. But...

NO DICE!

No sir. Good ol' Rusty Redneck may be reckless, but he sure as hell ain't stupid!

That's as far as he got. He knew he could never make it to the other side. He turned around slowly, descended from the tree, and sheepishly handed Bill The Bull Shooter a \$100 bill.

End of story.

Do you see how the perception of danger instills great fear - how it totally immobilizes you?

Do you see how a simple task, like walking across an eight inch wide plank (on the dirt), which can be performed with closed eyes, becomes a formidable assignment when the element of risk is introduced?

You can? Good. Because that's exactly what happens to most people in business. They can't see opportunity because they are blinded by the fear of losing their money! Sad, but true!

So what's the moral of my story? This: always focus on your objective. Never on your obstacles.

Does this mean you should turn a blind eye to the difficulties of a job? No. Not at all. All factors must be carefully weighed and anticipated. However, the focal point

of your energy, the heart and soul of your thinking, must remain glued to your objective!

The same principle applies to all areas of your life.

Need another example? A few years ago I was learning how to water ski...

For some reason, unknown to me at the time, I kept falling into the water. I couldn't stay up on the skis for more than a few seconds.

After numerous bruises and bumps, water shooting up my ears, nostrils, mouth, and other places I don't care to mention - at a million miles an hour... and after almost drowning... I finally figured it out...

As the boat pulled me up I would immediately look down into the water. What I didn't realize was...

WHERE YOU LOOK IS WHERE YOU GO!

So I started to look up - at the boat - where I wanted to go, and... bingo! What a difference!

That's where the phrase "*Tunnel Vision*" comes from. That's why horses wear blinkers. And that's why: "No man can serve two masters."

Focus. Focus. Focus.

Why is it so crucial to concentrate on your objective? It's simple. When you do, you automatically diminish the *perception* of danger. You don't see the darn danger. And if you don't focus on the danger... hey, that's right, you won't be fearful. And if you aren't fearful you have the ability to rake in some serious cash!

If you want to be successful, you've got to be a little...

GUTSY!

Look: Fear is a perfectly normal human emotion. It is actually designed for your protection. When danger is present, it holds you back - stops you in your tracks, before harm comes. Realize what it is: A defense mechanism.

Do you know something else? Even I am terrified of doing something new. We all are. The unexplored precipitates fear. To grow psychologically and financially you have to be bold. Face your fear.

If you are fearful, then.... get out of bed. Get going. Do something. Anything. Even if it's wrong. Who cares? So what? You've learned. The more you learn, the less fearful you will be!

Answers come to those who act. Not to those who remain idle, waiting, wishing, wondering!

Amen!

Chapter 2

How to Profit through the Power of Multiplication!

There are really only two ways to make money. Actually three. The third being where you receive income on a passive investment. For example stocks, bonds, interest, and so forth. But that doesn't apply here because I'm taking it for granted that you don't have \$1,000,000 or so sitting in a bank account somewhere. Right?

O.k., with that settled, there are only two situations, and two situations only to make money.

No exceptions!

SITUATION NUMBER 1

You exchange your time for money.

Who exchanges their time for money? Doctors, lawyers, dentists, bus drivers, secretaries, policemen, pilots, accountants and those who flip burgers at McDonald's.

These people all exchange their time for money. Now, obviously, a brain surgeon earns more than a burger flipper. Why? Because he is highly trained and notably skilled. Therefore, he receives considerably more for an hour of his time.

The same applies to an airline pilot, or a dentist. If you are highly qualified, then it is probably worthwhile for you to exchange your time for a fee.

If, for example, you are a burger flipper, (or a desperate vacuum salesman, like yours truly) who isn't highly trained, then you have a big problem - unless, of course, you don't mind earning a generous \$4.00 an hour.

Do you fall in to situation #1? Are you exchanging your time for money?

SITUATION NUMBER 2

You harness the magical powers of the *Free Enterprise System*. Simply put, you purchase an item for \$1.00, sell it for \$2.00 and make a profit in the middle.

Who sells products for a profit? That's actually a silly question. Look around. Everything you see was sold for a profit. Cars, houses, boats, computers, curtains, furniture, and on and on I could go. It's called *free enterprise* - the nucleus of our capitalistic society.

SO WHAT IS MONEY?

Have you ever really thought about what money is? No, you haven't? O.k., well how can you expect to make money if you don't even know what it is, I ask you?

Simply, it's the commodity we exchange for all the nice goodies we want!

What do we swop it for? Housing, food, clothing, automobiles, and whatever else our little hearts desire. It is the only universal commodity that all men will accept for barter. In the old days they used cows, goats and whatnot. Boy, times sure have changed.

Money - - the strange commodity man risks his life and limb for; commits murder for; speaks the unspeakable for; walks to the corners of the earth for - this commodity is a double edged sword. Why? Because one swift swoosh of its razor sharp blade can cause tremendous damage and suffering. Yet, the other side can carve the way to happiness, development and growth.

It is not money that is the root of all evil, but rather the love for money. Namely, greed. Go back to the bible and study what it says. It's just common sense.

We all need this wild and wonderful commodity. Not for what it is - it's just paper - but for what we can exchange with it.

Therefore, it goes without saying... all earthlings must find a system for generating it in abundance. And that's what I'm about to show you. Stick with me here.

Back to where we left off: There are only two possible ways to make money. Situation #1, exchange time for money. Or situation #2, sell something for a profit. There is no alternative. None.

If you aren't a highly skilled professional, like a surgeon or a lawyer, who has the ability and the necessary training to command an abundance of this strange commodity, and, assuming that you don't want to settle for a meager hourly wage as a burger flipper or at some other remedial job, then my friend, you have to look at situation #2.

Sorry. There is no other way, legally, of course.

I make it easy for you. If you can't handle this simple choice, then try another planet. They may have a better solution. On earth, it's either #1 or #2 (or starvation).

The truth is: you can make truck-loads of cash. You really, really can. But...

**IT TAKES A LITTLE
WORK AND A
LITTLE PLANNING.
AND THAT'S WHAT
I'M GONNA SHOW YOU!**

Back to the #1 #2 thing. Let's look more closely at *free enterprise* - situation #2:

Assume you take a product, add on a percentage, and then sell it for a profit. The more products and services you move, the more money you make.

**THE TRICK IS TO
MASTER THIS FEAT,
FOR THE PERSON WHO
DOES, HAS THE
WORLD AT HIS FEET!**

Sounds like a corny poem, doesn't it? Well, that may be, but the words are unbelievably true! Here's the important thing:

- 1) You ain't gonna get rich punching a time clock.
- 2) If you're gonna sell something for a profit, you better figure out how to sell a lot of stuff to a lot of people. If you want to make some serious cash, that is.

O.k., how do you sell stuff like crazy? Is that what you ask? The first thing you have to learn is the concept of...

MULTIPLICATION!

No matter how good you are at what you do, even if you are Superman, I don't care, if you fail to duplicate yourself you are passing up on a golden opportunity.

Really.

Look what happened to me: I started out as a vacuum cleaner salesman. And a very desperate one at that. I was so bad at selling I don't think I could have even sold a glass of cold water to a shipwreck victim. I was pitiful!

People laughed at me. I was even chased out of one house by a crazy, knife wielding, lunatic housewife. Funny now...

BUT NOT AT THE TIME!

So what did I do? I Learned how to sell. I read every book, attended every seminar and sales meeting I could. I went berserk.

Then all of a sudden something clicked. I started to sell vacuums like nothing on earth. In fact, my wife called me...

MR. SUPER SALESMAN!

I became so good, I even sold a machine to a lady who had no carpets in her home - except for one throw rug! How could I do that? Easy, I sold her on all the other benefits of the machine, like dusting and sanitizing her home, and how...

PROUD SHE WOULD FEEL WHEN SHE HAD GUESTS OVER!

That, good friend, is a real key. People don't buy products - they buy solutions. Show someone how your product can give them what they want, and they'll give you what you want!

I learned how to use the amazing power of T.P.S. What is T.P.S.? Does it stand for... Telephone People Suck? Or Tabak's Personal Servant? Or Tabak's Private Show? Or Tall People Shouldn't? Actually, none of the above. I'm not going to waste space now telling you what it is. I'll do it in a later chapter, where I can focus on it by itself. Also, I've got many other amazing Wallet-Fattening-Goodies for you. Right now, though, we're talking about duplication.

By the way, the reason for all this background info is to bring you up to speed with my thinking. What good will it do if I reveal my big secret and you don't get it? Wouldn't it be a waste? Wanna know something else? Half the battle to making a lot of money is fought and won in your mind. That's right. And if I can just get you to think like me a little - - to see the world from my perspective - - I believe it will help you immensely. At least financially.

So anyway, continuing on with my saga, I then decided to go into the business of selling businesses. It's called business brokerage. It's like real estate - only 1,000,000 times more lucrative.

This is how it works: you locate business owners who want to sell their businesses. Then you find buyers for them. When you do, you earn big, fat commissions. That's the fun part.

Here's why I enjoyed business brokerage: Firstly, you don't have to work weekends or evenings. Secondly, nearly all of the transactions are *Seller Financed* - - which is so much easier than hassling and begging with banks.

So what happened? I applied my amazing sales techniques (including T.P.S.) to my new profession, and... in a period of just 6 months, I took in a total of...

\$126,651 IN COMMISSIONS.

Not bad, eh? Well, it's really not too shabby for a desperate vacuum salesman, is it? Thanks for agreeing. I was really starting to have some serious doubts about you.

Listen: What I'm about to say next is probably going to shock you. But, I'll say it anyway...

I STILL WASN'T SATISFIED!!

Holy Moly! How could that be?

It's simple I knew that if I really wanted to hit the "*big financial jackpot*," I would have to find a way to duplicate myself.

See, even though I was making big money, I was still only selling to one person, face-to-face, at a time! And I didn't like that. At all. It was too limiting for me. In fact, I could only make as much money as there were hours in the day! Can you understand my reasoning?

I made up my mind that it's better to sell to thousands (or even millions) of people at the same time! Even if it means selling relatively small ticket items. If thousands of people buy, who cares? Right?

So here's what I did... I began to sell products through direct mail. What did I sell? Information. But you can sell just about anything through the mail. The trick, though, is to do it right!

In fact, I'm going to spend an entire chapter with you later showing you how to develop your own dynamite product - free!

Here's what happened in the beginning: I ran a little ad that cost me \$1,848.75 and it pulled in over...

\$12,459.00.

That really caught my attention. And, by the way, I didn't even have to pay for the ad up front. The magazine gave me 30 days. Credit.

So I started to advertise more and more and more. And do you know what happened? I added to my product lines, honed my marketing skills... and... in a relatively short time I took in...

MILLIONS OF DOLLARS!

Plus, if you think that's impressive, I have the names and addresses of over...

**95,000 CUSTOMERS
STORED ON MY COMPUTER!**

And now, lucky you, I am going to show you how to do the exact same thing - from finding a dynamite product to sell, to marketing it successfully - so you, too, can fill your pockets with cash!!

Know this: if you want to suck cash in like dirt under a vacuum cleaner, you must multiply yourself - just like I did in the beginning with my little ad.

My ad (with my sales pitch in it) appeared in magazines before millions and millions and millions of people. I had a chance to pitch each one of them individually.

Listen, how long do you think it would take me to personally call on that many people and make a sales presentation to each? A few centuries, right? Can you see the power?

I WAS SOLD.

Sold on the idea of duplicating myself. Sold on the idea of marketing to thousands, even millions, rather than selling to one at a time!

You know, it's funny, but some people just don't get it. I know a guy who is a genius (I won't mention his name here because he'll be embarrassed. Besides he's a friend of mine). Anyway, this guy is really sharp. He develops these

wonderful marketing concepts - just brilliant - but he can't see the big picture. He always thinks in terms of selling to one person at a time. And not only that, he can only "visualize" selling his product in our town.

That's dumb. Real dumb.

No matter how much I talk to him, he still doesn't get it. He has a mental road-block!

I hope you don't have the same inhibition!

No matter how smart, clever, or quick you are,

**YOU MUST LEARN TO
LEVERAGE YOUR TIME
THROUGH DUPLICATION!**

There's no way you can do it all yourself!

Oh, in case you were wondering... yes... I do practice what I preach. In fact...

**I REGULARLY MAIL
OVER 200,000 LETTERS
IN A SINGLE MONTH!**

And if that turns you on... I recently mailed over 3,000,000 direct mail letters on one campaign alone!

So what does this mean? I pitch my products to millions of people all at the same time.

Sure, I realize that only a fraction of them buy. But so what? I don't need all of them to buy. In some cases, I can make an absolute killing on a 1% response!

And you know what else? I only sell quality. No B.S. from me. I understand that success comes when you deliver value. Not when you rip people off. And, as I said, in a few moments I'm going to show you how to sell a product that really delivers, so you can share in some of this wealth I'm talking about!

Listen, if you're still not completely sold on the idea of duplication, just take a look at the franchise business. How do you think McDonald's and Burger King did it? Sure, they didn't use mail order. But they did find a way to duplicate themselves (through franchising). Did you know that McDonald's is the largest restaurant in the world? In the world?

Not only that. They are also the most profitable. And, they own more real estate in the U.S. than anyone else! This duplication thing is worth looking at, isn't it?

O.k., I sincerely hope I have sold you on the concept of duplicating yourself by selling to thousands (or even millions) instead of just to one at a time.

Chapter 3

How to Make Big Money With Almost no Risk!

The direct marketing/mail order business offers more opportunity than any other business I know of!

Period!

Here's why: it has very easy entry. What does this mean? It's simple. It takes virtually no capital to get started. Not only that, but you can literally make an untold fortune, overnight, if you come up with a winner!

You know, when I was a business broker, I sold tons of businesses. I saw the *inner workings* of literally hundreds and hundreds of them. I studied the highly profitable ones. And the dogs, too.

It's a funny thing, but when you analyze and evaluate so many different businesses, the good, the bad and the ugly, you can't help but gain knowledge. Why? Because you learn what makes a business successful.

Anyway, what's my point? Simply this: I still believe direct marketing is the most lucrative game in town.

There's nothing to touch it.

Let's go back to the "easy entry" thing again. Why? So we can make a comparison between direct marketing and retail businesses, for example. Here goes:

Assume, for a moment, you want to open a restaurant that sells Russian food. Yes, by jove, that's a neat idea! East-west tensions are relaxing. The cold war is over. And, more importantly, you are totally convinced that people will flock to your Russian cuisine restaurant - - like flies to a cake, babe!

Anyway, you spend \$200,000.00 of your hard earned dough. You buy tables and chairs, silverware, pots and pans, stoves, refrigerators, and all kinds of other goodies. You're so excited at the prospects.

And then, when all is complete, you throw your doors open for business... and... and...

KAPLOOOOWEE! IT BOMBS!

No one patronizes your business? Yikes! A bit late to find out now, isn't it?

Look, in direct marketing, this is very unlikely to happen! Why? Simply because before you ever spend a large sum of money on a concept or a product, you...

TEST IT FIRST WITH LITTLE \$\$\$!

Here's what I mean: Assume you're a fairly smart cookie, like me, and you place an ad in a small town paper for a particular product. And let's say this ad costs you \$200.00.

Also, let's assume that when the ad runs, it brings in \$200.00 in pure profit. That means... after you have paid for the ad (\$200.00), and after you have paid to fill each order, you still have a \$200.00 net profit left over.

Boys and girls, moms and dads, know this: If you ever run a test like the one I have just described, and if you get these (or similar) results, then this is what I want you to do...

I want you to run to the nearest elevator you can find, wait for about 16 archaic ol' people to get on, and then...

SCREAM: "GREAT BALLS OF FIRE!" AT THE TOP OF YOUR LUNGS!!

Next... invite all your friends, neighbors, aunts, uncles, cousins, grannies, acquaintances, and whomever over to your house, and...

THROW THE BIGGEST PARTY THEY HAVE EVER SEEN!

Why? The answer is easy. You are about to make more money than you ever imagined - even in your wildest and most foolish dreams.

Incidentally, then I want you to call me on the phone and invite me to be your "joint venture partner" so I can also share in all the cash you are about to seize. Actually, you don't really have to call me - you can keep it all for yourself if you want to. (But I'd appreciate your call anyway).

Here's what all the commotion is about: That little "test" ad that you ran is going to be...

DUPLICATED! BIG TIME! VERY BIG TIME!!

Let's assume the small town paper you ran it in has a circulation of 30,000. Not very large, is it? O.k., be that as it may.

Now, for argument sake, let's also assume that you receive 30 orders from your ad. What does this tell you? For every one thousand circulation, you received one order.

What if you ran your advertisement in a paper with a 50,000 circulation? You will receive approximately 50 orders.

But we're not finished yet. Not by a long shot!!

Now it's time to go in for the big kill. So here's what you do: You place your ad in a magazine like "Parade," for example. How much circulation does Parade have? Thanks for asking. About...

33,000,000

That's thirty three million!! So if you run your ad there, how many orders are you going to receive? Well, you know that you get approximately one order for every one thousand circulation, don't you?

Let's whip our Top-notch Taiwan calculator gismo out and see... it looks like...

33,000 ORDERS!!.

Holy Salami! Can't be? Is this possible? You bet, Bailey. If your product is being advertised for, say, \$39.95, you would have just taken in...

\$1,318,350.00

But do you know what? That was for *only one issue!* Friend, Parade comes out weekly. And, you can run your ad every week if you want!

Hold your horses. Hold your horses. I know what you are thinking. You're thinking that Parade magazine charges a fortune for advertising. And do you know what? You are right. They do. But if you have something that is a "tested" winner, it's not hard to find someone to do a joint venture with - - where they put up the money for the advertising. Really.

The main thing, though, is to come up with a *winning ad!*

If you *do* produce a big winner, I can probably team you up with the right partner (maybe even me!). But please don't call me to ask for funding, unless you have something that is tested and proven. O.k.?

Onward. The main thing you want when you test is to get accurate results - FAST!!

I suggest that you test your ad in daily papers first. Why? Because by next Monday you will know whether or not you have a big winner! That's quick. It takes far too long to test in magazines. Normally you have to wait at least 3 months from the time you place your ad, till the time you get results! And that's against my religion!

Another interesting way for you to test your product or idea is to use...

DIRECT MAIL.

Let's assume, for argument sake, that you want to sell... a special fishing lure to fisherman. Your lure is different. See, you invented one that, believe it or not...

WHISTLES DIXIE!

You discovered that fish absolutely love Dixie. So much so, they race up to your lure and... BINGO!! It's all over.

So what now? Will fisherman buy it? Is it a hot product? I dunno. It sounds pretty good, but... who knows?

That brings me to a very important point:

If you have a product (or even an idea for a product), the only way to know for sure if you have a winner is to...

TEST!

Don't ask your wife or your husband or your friend or your uncle Teddy, or anybody at all!

Why? Because how the ding dong do they know? They don't. The only way to find out is to run a small (inexpensive) "test" ad. Then you'll know!

Imagine if I had invented the "pet rock" and taken it to my wife for her opinion. Do you know what she would have said? Carachas, man! I don't think your ears could stand it, so I won't say. But anyway, that particular product went on to sell millions, didn't it? Why? Because people wanted to buy it. But why? I don't know. And who cares? Millions of people wanted it. That's all that matters.

I rest my case.

Anyway, back to your Dixie whistling fishing lure. Let's test to find out if fishermen will buy it. Here's what we're gonna do: We look up in the yellow pages under "mail" and we

pick out a list broker by the name of **Smart Sams List Rental, Inc.**

Sam tells us that there are many lists of fisherman that we can mail to. For example, we can rent the subscriber lists of Bass magazine; Outdoor magazine; Field & Stream magazine; Deep Sea Fishing magazine, and about 20 others. He also tells us that we can rent a list of fisherman who bought a special fishing rod through the mail, and the list contains...

200,000 NAMES!

That's exactly what we wanted to hear. Why? Because that is the very best kind of list you can ever rent. I'll say it again. Whenever you can rent a list of people who purchased, by mail, a similar product to yours, you probably have the hottest list you can get your hands on. O.k?

So, we tell Smart Sam that we want to rent a sampling of 5,000 of the 200,000 names on the list. We write him a check and he sends us the names.

Listen, if you get anything at all out of this chapter, I hope it is this:

The quality of your list is...

100 TIMES MORE IMPORTANT THAN YOUR MAILING PIECE ITSELF!

It's true. Think about it. The very best, most tantalizing mail piece, offering the lowest price, with a shiny 4 color brochure, with everything beautifully presenting our Dixie whistling fishing lure will get us absolutely nowhere if we mail it to a list of...

MORTICIANS!

While we're on the subject of list quality you should know that it's much better to pay more for a great list than it is to buy a crummy list cheap - - thinking you're clever by saving money on your mailing.

Anyway, what's next? We want to make it as easy as possible for the prospect to order. So here's what we do:

- 1) We offer our lure as cheap as possible.
- 2) We may offer a "send no money now - we'll bill you later" deal.
- 3) We include a reply envelope.

4) We include our phone number in case the customer wants to call us with any questions.

5) We offer an unconditional lifetime money back guarantee.

6) We offer to send U.P.S. to come pick it up at our expense if the customer isn't 100% delighted!

Get the idea? In short, we really make it easy to respond. Here's why:

Let's say we mail off 5,000 test pieces (or even 500), and we get a terrible response. Or let's say we get a "lukewarm" response. Do you know what's going to happen inside our little heads? We're going to have sleepless nights wondering...

**WHAT IF WE OFFERED IT FOR \$9.95 INSTEAD OF \$19.95.
OR WHAT IF WE OFFERED C.O.D. OR WHAT IF WE INCLUDED
A REPLY ENVELOPE. OR WHAT IF WE INCLUDED OUR TELEPHONE
NUMBER, OR WHAT IF, WHAT IF, WHAT IF!!**

We'll go nuts!

So we make it easy to order. Once we see that there is some kind of demand for our product, then we can find a way to make it more profitable. If the darn thing is going to bomb, we want to know right away so we can drop the idea and go on!

Do you understand this very important principle?

Here's something else. Always mail your test via 1st class mail - even if you intend to roll out using bulk mail. Why?

TIME. TIME. TIME.

Time is money. You can't afford to wait 2 months to find out if your idea is going to work. You need to know NOW!

What's more, exactly 12 days after you drop your 1st class mail at the post office, you will have approximately one half of all the orders that you are ever likely to receive from your mailing. It's a rule of thumb and, generally, you can bet your house on it!

Let's summarize the most important points:

1) Direct mail is a very "easy entry" business. You can get started with virtually no money. You don't have to spend \$200,000 to find out if you have a big winner!

2) It costs very little to test your idea or product. If you come up with a winner, you can "roll out" and make a fortune.

3) You can test your ads in daily newspapers or by mailing to rented lists. Never test in a magazine. It takes too long to get results.

4) Lists of people who have purchased a similar product by mail are your best bet.

5) The quality of the list that you rent is far more important than your mailing piece itself.

6) When testing, always make it very easy for your prospects to order. If your test bombs, you'll know right away and can go on to more profitable endeavors! If it's positive... roll out like crazy!

7) Always mail your test via 1st class mail. Time is money.

8) 12 days after you drop your first class mail, you will have 1/2 of all the orders you are likely to receive!

Lastly, not all this stuff may be new to you. And that's fine. But just because you know about it, doesn't mean you own it! In other words, as Confucius said: to know and not to do, is the same as not to know! So what's the bottom line? Use this knowledge. Try out the concepts. Own them!

Chapter 4

How to Make a Killing With T.P.S.

What does T.P.S. stand for? I'll tell you. But before I do, I think it's only fair for you to know that T.P.S. isn't from Mars. It wasn't developed in a NASA laboratory. And Edison had nothing at all to do with it.

It's actually a very simple idea. But, unfortunately, too many people think of it as being "too elementary." And you know what? They don't pay any attention to it.

How sad.

Listen, I attribute just about **all** my success in business and sales to understanding and harnessing this phenomenal concept.

T.P.S. simply stands for...

TELL A PASSIONATE STORY!

So listen, if you want to make a bundle, what must you do? The answer is easy. Sell products or services like crazy. Sell! Sell! Sell!

What does T.P.S. have to do with selling? A lot. And I'll explain why in a moment. But do you know what else? You don't only sell in business. You sell in other areas of your life, too.

For example...

- 1) You sell your boss on the idea that you are a great employee, and he shouldn't fire you.
- 2) You sell him on the idea of giving you a raise.
- 3) You sell him on the idea of transferring you to the Texas Branch of your company (so you can be closer to your family). Or whatever.
- 4) You sell your wife (or husband) on the idea that you are a good husband.
- 5) You sell your friends on the idea that you're an O.k. guy!
- 6) You sell your banker on the idea of giving you the loan you need!

In short, you...

**SELL. SELL. SELL. SELL.
SELL. ALL THE TIME!**

In fact, the better you are at selling, the more successful and rewarding your life is. Not only financially, but mentally and spiritually as well.

So how do you sell as if your life depended on it? You simply...

TELL A PASSIONATE STORY!!!

Works every time. Why? Because...

- 1) You hold their attention.
- 2) You're believable.
- 3) You get them to relate emotionally to your offer!

Whenever you tell a passionate story...

IT CONVINCES PEOPLE LIKE CRAZY!!

Nothing (short of holding a gun to someone's head) is as convincing as telling a passionate story!

Want more explanation? Recently I attended a marketing convention. One person who attended stood up and told all the other folks an amazing story...

...In 1965 his doctor gave him the grim news. He only had two weeks left to live (at the most). He had an infection in his liver. He had already suffered two major by-pass operations. His kidneys were frozen up. And heaven knows he went on to explain that, in addition to all this, there were still about sixty two other things wrong with him!

He was totally devastated. But, do you know what? Miraculously...

**HE DIDN'T DIE!
(obviously)**

And, he attributed his survival to a special, secret technique of relaxation that almost no one knows about.

In fact, he claimed that he hasn't seen another doctor, never mind a specialist, since 1965.

Anyway, here's the strange thing that happened...

**EVERYONE IN THE ROOM WANTED DESPERATELY TO
PURCHASE HIS RELAXATION TECHNIQUES WHICH,
INCIDENTALLY, HE SOLD AS A PROGRAM FOR ABOUT
\$700.00!!**

And you know what else? This is the best part...

**HE WASN'T EVEN TRYING TO
SELL THESE PEOPLE.
HE WAS JUST TELLING
HIS "PASSIONATE STORY."**

The defense rests.

How do you think I was able to get so good at selling vacuum cleaners for \$1,000.00 each? I mean, c'mon, let's get real here. Would you pay a thousand smackeroonies for a machine to suck dirt from your living room rug?

So what am I saying? It's crucial to make people believe you. It really is. When you tell a passionate story, when you "dramatize," people sense your energy and your enthusiasm.

After all, they reason, how could you possibly be so excited about this product if, in fact, it isn't truly *fantastic*?

Furthermore, when you dramatize, you hold their attention and get them to emotionally relate to you.

Anyway, let's switch trains for a moment. After selling vacuums I then went on to sell businesses as a business broker. And what happened? That's right... you guessed...

**I SOLD WITH PASSION!
I DRAMATIZED!!**

I took listings on **great** businesses (which, by the way, is the key to success in business brokerage). I got all excited about the potential and the profits. Then... I transferred all my excitement to my buyers! And... they bought.

**I TOOK IN THOUSANDS
AND THOUSANDS AND
THOUSANDS OF DOLLARS.**

But do you know what? They made wise decisions by doing business with me because I would only sell a business to someone if I believed it was in their best interest to own it!!

Think for a moment. C'mon, how did you get this book of mine? The one you are holding in your hot little hands?

You listened to my passionate story. I told you about my days as a vacuum salesman. I told you about the time when I was doing a demonstration and I poured a 16oz container of salt onto a family's living room carpet. And how my vacuum wouldn't suck the darn stuff up. And how the whole family...

BURST OUT LAUGHING!

Then you know what happened? After I led you by the hand through all this stuff? You...

SENT ME YOUR MONEY!!

But that's fine. Why? Because I'm giving you value for **your** money! I'm revealing techniques that I have tested and proven, beyond all doubt, that really can make your "**wallet fat in no time flat!**" And I'll tell you something else. This manual gets better and better. You'll see. In a few moments so many lights will be going off inside your head...

YOU'LL THINK IT WAS THE 4TH OF JULY!!

Listen, my primary objective is to see that **you** benefit from my experiences! I really want you to take my knowledge, put it into action, and make a ton of dough, O.k.?

As you can see, everything I do in my life revolves around "**telling a passionate story.**" Actually, hold it. You know, come to think of it... even in this very book I'm telling you a passionate story. Why? To sell you on the idea of using T.P.S.

I'm a sneaky little bugger, aren't I?

My point is: you can use T.P.S. to sell just about anything.

You can use T.P.S. in mail order or in face-to-face presentations. You can use it to convince almost anyone of just about anything. You really can.

I know all of this may seem "elementary" to you. And do you know what? It is elementary. A 10 year old could probably figure it out. As I said, just because you know about it doesn't mean you own it!!

The real question is... are you actually using this little concept to make piles of George Washingtons? That's what I want to know? And if you aren't... why not?

Lastly, this is where I'm supposed to share those special relaxation techniques with you.

Would you like to finally be FREE of all negative, hindering emotion?

Here's what happens. Whenever you are just getting to a point in your life where you are becoming successful... a little voice in the back of your mind says: "Wait! You can't do that. You can't be successful, you sucker. Stop thinking so big. If you're not careful, you'll wind up with all those other big thinkers - in bankruptcy!"

And that's not all. This little pestering voice hinders you in other, more dramatic ways, too. Think about this: Why do most poor people stay poor? And why do their children normally grow up poor, unable to break the cycle? I'll tell you. Because they concentrate so much of their time and energy on their bills. And on their big problems. They become permanently "blind" to opportunity. Blind as a bat.

Why is this so? Because you always move towards your most dominant thought. See, if you spend all your time worrying about bills - guess what? You will always be broke. You will never see real opportunity.

The trick is to eliminate these negative, inhibiting feelings from your life...

**EVEN IN THE FACE OF ADVERSITY!
EVEN IN THE FACE OF PAIN AND FRUSTRATION!**

Then you'll be able to react to the world like a mature, successful, intelligent human being... rather than like a turkey two days before thanksgiving. And, more importantly, you stand a much better chance of reaching your full potential.

Here's the technique: oh, by the way, I know this may seem a little strange to you but... what the ding dong... it really works. And that means you should do it!

O.k., start concentrating on all your bills. Focus on all them ugly, harassing, pain-in-the-but bill collectors.

Focus. Focus. Focus. Think. Think. Think. Do you feel your stomach muscles tightening into a big, fat knot? You do? Good. Keep it going. How are you going to make your mortgage payment this month? Your car and insurance payments? Yes, your stomach is getting tighter. Your blood pressure is rising like a thermometer in a furnace. Keep focussing until you have gathered up all those sinking, gut-wrenching feelings right in the center of your stomach. Is

it aching? Tighten your stomach muscles. Tighter. Force all your bad thoughts to converge into one place. Got it?

Good. Now feel this "bundle" of negativity rise up out of your stomach... rising... rising... up through your chest... rising... up through your neck... rising... up into your head. And a lid opens at the top of your head and... WOOOOOSH. Out goes the bundle of worry. Gone forever. Never to be seen again.

You are now calm and relaxed. You don't have a smidgen of negativity left in your body. Boy, that feels better! Whew! What a difference!

Listen: Give it a try. It works. (Or are you too chicken?)

Chapter 5

How to Find a Dynamite Product to Sell, FREE!

The product you choose to market is very important. Very, very important. In fact, it could easily make the difference between untold success and miserable failure.

In a few moments I'm going to give you some specific guidelines to follow that will enable you to find a phenomenal product!

For now, let's talk about certain elements that make people buy from you! This has to do with a concept called a "Unique Selling Proposition!"

What is a unique selling proposition? Good question. Here are some examples:

- 1) We are the only Candy Store in Charleston that stays open 24 hours.
- 2) If you aren't 100% satisfied with our product, simply call us Toll-Free and we'll send U.P.S. to pick it up completely at our expense for a full refund!
- 3) We are the largest supplier of shrunken heads in the U.S.A.
- 4) Our unique product is protected under U.S. patent law. No one else, but us, may supply it.
- 5) We are the only company in the world that guarantees one hour service.
- 6) We deliver in 30 minutes or it's FREE (Domino's Pizza said that, I think).

Get the idea?

A "unique selling proposition" is a very, very important element of any advertisement!

Anyway, before you choose any product, think about what unique selling proposition you can incorporate.

Let's analyze the following four selling propositions that relate directly to the product itself!

1) Exclusive Rights.

Any product that can be protected, for example, via copyright, patent, licensing agreement, or exclusive distribution agreement, is ideal. Why? Because it eliminates competition. However, I must stress that the product itself should really be valuable. It should actually solve a problem.

2) Low Price.

Personally, I'm not too fond of price wars. Why? Well, because someone can always get it made cheaper than you can. And if they do, then where's your business?...

DOWN THE TOILET!

3) Superior Quality.

People will buy your product if it is manufactured with higher quality materials. Or, if it outperforms your competitor's product.

4) Superior Service.

People will buy from you if they receive superior service.

The number one ingredient you should incorporate is...

EXCLUSIVITY.

Case in point. Take a look at the Xerox Corporation. They were the first people in the world to invent the dry copier machine.

But before they cleverly invented the dry copier, all copiers ran on liquid chemicals. This was cumbersome and required mixing. It was...

YUCKY AND GOOEY!

But listen. This is the important part. They protected their invention with a patent. That meant for 17 years (that's how long a patent lasts) no one could copy (excuse the pun) their copier! This gave them a tremendous edge on everyone else in the copier business. And do you know what happened? Xerox Corporation made...

AN UNTOLD FORTUNE.

Why? It's simple. If you wanted to get your hands on a dry copier, you had to buy it from none other than... you guessed... the high and mighty... Xerox!

Even the President **had** to get it from them! Pretty interesting stuff, isn't it?

This is actually only one example of how some smart individual (or corporation) used a patent to receive a booster-shot.

Many, many thousands of businesses are founded, and become hugely profitable, all because of a...

VERY USEFUL, PATENTED PRODUCT!

The same is true of copyrights. A copyright is similar to a patent in that it affords copy protection. However, a copyright is used primarily for printed and recorded materials.

Ask yourself this: do you think the blockbuster movie, E.T., would have still been the largest grossing movie of all time, pulling in over...

\$600,000,000.00

(and that's not even including royalties generated by licensing their name to toy manufacturers and zillions of others), if it didn't have a copyright?

Somehow, I don't think so.

Why? Because everyone would have knocked it off. And Steven Spielberg wouldn't be living on top of the hill. Actually, the truth is that he **is** a brilliant guy, and he probably would still be famous.

But you get my point, don't you? You need, if at all possible, to own a product that you can control.

Let's dream-on for a minute. Put your feet up. Place your arms gently at your sides. Take ten deep, slow breaths. And close your eyes.

Just imagine, for a moment, what your **ideal** product would look like, O.K.?

Here goes...

1) It should be useful. One that really solves a big problem. Like make poor people wealthy. Or sick people well. Or fat people thin.

OR STUPID PEOPLE CLEVER.

Or naughty children good. Or criminals honest. Or give bald people hair. Or help the unemployed to get a job. Or whatever. Hm, those would be good products, wouldn't they?

2) Your product should appeal to a very large audience. What do I mean? You don't want to be selling... let's see...

WOODEN STAKES TO VAMPIRE HUNTERS!!

And why not? Simply because, fine friend, there ain't enough vampire hunters in the world to make you rich.

No, what you want is a product that appeals to *millions* of people. (I do have a partly-warped mind, don't I?)

Know this: there is no other country anywhere on the planet... not India, with over 800,000,000 people, nor even China with over...

ONE BILLION PEOPLE,

that has the potential buying power of the United States of America. Comparatively speaking, this is the wealthiest country in the world.

No. I'm not talking about the national debt. Or the fact that we went from the largest creditor nation in the world to the largest debtor nation. Or the fact that our congress not only spent all of our money - - but our children's and grandchildren's money - - money we don't even have. That's a separate issue altogether. I'm talking strictly about buying power. The U.S. has more consumers than anyone. And that's a fact!

By the way, if you noticed I'm a little mad about the state of our national finances, it's because... I am mad!

It sucks.

Can the only super-power in the world not balance its check-book? What is this? You know what the problem is, don't you? Our country needs to be run like a business. Not a Communist, Socialist, Protective Bureaucracy.

Those goofs in Washington need to be held accountable. Just like in business - - if the company has a bad year, the stockholders step-in, fire the management, and try again.

But not here. Why?

Oh, shut-up Tabak. Look at me. Babbling. Who cares anyway.

Back to where I was. The point of my long winded vampire hunting/India/China story was to sell you on the idea of selling a product that appeals to the masses.

Why waste your time selling wooden stakes to vampire hunters when you could be selling...

**A SPECIAL PILL INVENTED IN THE FAR-EAST THAT MAKES
ALL WOMEN LOOK 15 YEARS YOUNGER, AS SKINNY AS
A TWIG, AND HAVE BIG BOSOMS.**

Or something like that. Obviously that's garbage. But you get my drift, don't you? All women would go crazy for it!

As a matter of fact, the president of K Mart Corporation (the 2nd largest retailer in the nation) once said, "If you sell your product for \$100.00, that's fine, you may sell a few. But if you offer it for \$19.95, you appeal to the masses. Then you have the chance to sell..."

MILLIONS!"

Onward.

3) You should be able to protect your product via patent, copyright, or exclusive agreement. Why? If you are successful no one will be able to rip it off. By the way, did you know the formula for Coke (the soda drink), is protected by a...

SECRET!

Only about three people in the entire world know it - and they are all sworn to secrecy!

4) It would also be great if your product sold for 10 times cost. Assuming it cost you \$2.00 to produce, you would sell it for \$20.00.

5) Your product should be fast and easy to produce.

O.K., we're done. That's the guideline for an ideal product.

Now do you know what I consider to be the very, very best mail order product?

INFORMATION!

Why information? There are many reasons. But particularly because information fits the mold so well.

1) Information can be very useful. It can really help people.

2) Information can appeal to a very large audience. For example, a special report can show you how to lose weight. Or how to fish like a pro. Or how to make money. How many people do you think might, by the off-chance, be interested in that one? And how many millions and millions of people do you think would pay for a legitimate way to lose weight?

3) Information can be protected with a copyright (which is simple and inexpensive to obtain). This gives you exclusivity.

4) You can easily sell information for up to 10 times your cost. How? It's simple. Let's say your report costs \$1.00 to print, you can sell it for \$20.00.

5) Information is fast and easy to put together. What's more, you have three options.

Option number 1: Put the info. together yourself.

Option number 2: Hire a free-lance writer, inexpensively, to do it for you. By the way, I don't consider myself to be a writer. And neither should you. Wanna know why? Generally speaking...

WRITERS DON'T MAKE BEANS! THEY'RE BROKE!

I'm a marketer. And so should you be. Marketing people sell stuff. And that's how you make money. Remember?

One free-lance writer I've used in the past is Cathleen Poole. I was extremely happy with her work and her prices are reasonable. Here's how to contact her:

Cathleen Poole

Phone (407)324-2138

Fax (407)324-9682

Again, please don't call unless you are totally serious and have something legitimate for her to work on. (She's not one of the broke ones.) Her time is extremely valuable to her, and I don't want to be responsible for wasting it.

Option number 3: Go to a school or college in your area. Find the person responsible for delegating outside work to the students. Locate a student who is good at English who wants to make a few extra bucks. Send him or her to the library. And, as an assignment, have him or her put the report together for you. You can get a top-notch product put together on virtually any subject under the sun for less than...

\$200.00

Think about it. You will have a ready-to-go (except for printing) product that could be in huge demand, all for less than a couple hundred dollars.

What's that? You would like to interrupt me with two quick questions? Well... alright. Go ahead.

Did I hire a free-lance writer or a student to write this book. And how can I prove to you that information is in such big demand?

Good questions. Number one: I personally wrote every word. And, number two, I've sold over 50,000 copies of this book.

How much is that in terms of green? You figure it out!

To elaborate further, let's say you wanted to create a report for golfers. Here's how easy it would be to write a sales letter. Mind you, I'm going to spend a full chapter with you, later, just talking about writing copy. So I won't go into it too deeply now.

Want to impress your friends?...

"AMAZING NEW GOLF REPORT SHOWS YOU HOW TO PLAY BETTER - INSTANTLY!"

Would you like to play better? Instantly? Drop five shots from your handicap?

And would you like your friends' eyes to plop right out the next time they see you play?

If you answered yes to any of the above questions, then this may be the most exciting news you will ever read...

Here's why: an amazing new golf report has taken the golfing world by storm. It's incredible.

Imagine holding this hot report in your hands and finding out how you can easily...

- * Play better - instantly.
- * Master the art of putting.
- * Play sand-traps like a pro.
- * Drive up to 300 yards - effortlessly.
- * Have a picture perfect swing.
- * Chip like Arnold Palmer.
- * Play the rough as if it were the fairway.
- * Know "spot-on" which clubs to use.
- * Read any green like an expert.
- * Play in the rain like a pro
- * Whip the pants off anyone with the same handicap as you.

And much more!

When you use the incredible methods contained in this report you can...

- * be the envy of all your friends.
- * win big competitions.
- * relax while you play
- * really enjoy your game!
- * win bets from your opponents like crazy.
- * Have a real ball while you're out there, because you'll be playing like a true champ.

Anyway, I'm so confident you will absolutely love this report, I'm going to make you a ridiculous offer.

Here it is: Send for this report. Read it. Check it out. Put my formulas into action. If you don't knock at least 5 strokes off your game in 30 days, return it to me for a "double refund," so there's no risk to you.

Please order right now because supplies are limited.

Etcetera. Etcetera.

As I said, this letter is very basic and I'll be spending time with you later showing you how to perfect it. But the point is:

This is exactly how you can develop and market a product that can make you a million dollars!

Also, you can rent the name and address of every golfer on the planet. And, more specifically, you can rent the name and address of every proven golfing goods buyer, too. But more on that later.

Let's change buses and go onto something else. Even though I previously stated information was the best product to sell... many millions of dollars have been made with hard products, too!

And so, I wouldn't be doing my job if I didn't show you how to pursue this avenue as well.

Here are some very specific guidelines to follow, so you can easily find a fabulous non-information product to sell.

A) Contact your local patent attorney:

Look up "patent attorney" in your telephone book. These guys are constantly involved with all kinds of interesting products and inventions. Call them. Find out if they have anyone who is looking for a marketing man!

B) Use the U.S. Government publication services:

The U.S. Government "R&D" reports are one of the best sources for new products and ideas. These reports are compiled from the government's findings and research in space, nuclear energy, defense, and many other projects.

These reports are made available through the National Technical Information Service.

Why? Because the government believes this valuable information should be unclassified and available to the public. Their reasoning is that they used taxpayer money to do the research. Therefore, it's only fair that the public have access to their findings. Pretty neat, huh?

You can receive full information on these reports by writing:

National Technical Information Service
U.S. Dept. of Commerce
Springfield, VA. 22151

Or contact your local U.S. Department of Commerce.

C) Contact your local universities:

I have personally found this to be very helpful. Often, local universities (or colleges) will have a small business development division, or a new product development division.

Call them. Make an appointment. Go visit. These people know about new products and ideas. They're well connected. They can put you in touch with people who can help you.

D) Run a classified ad in your paper:

Say something like this:

!!WANTED!!

Unusual mail order products. 555-5555

or

MAIL ORDER?

Hot mail order products wanted. 555-5555

E) Attend trade shows:

This is one of the best ways to find new products and ideas. I can't tell you how many times I've attended a trade show, seen someone else's fabulous product, and said to myself: "What if I took that idea and changed it a little?"

F) Subscribe to at least one major newspaper. Like the L.A. Times. Or the New York Times.

Read the **business opportunity** section of the paper. You will find tons of people with ideas and products to market.

Look at the News Headlines. See what's hot - what's not. It's important to stay up with the national and international news. Why? Consider this:

America's landfills are bursting with trash. It's a big problem. Therefore, any business that recycles will have an edge. If you do you can feature it in your advertising campaigns. It appeals to customers. And... it will give you a jump on your competitors.

Take the "Green-House" effect, as another example. The surface of the earth is heating up. If you come up with a product that relates to *staying cool*, you may have a big winner.

For example, how about a special device you attach onto your air conditioning unit at home, which makes it run cooler, or more efficiently?

Or how about a special paint protector for automobiles that stops the paint from fading in the sun?

Or how about a portable air conditioning unit that you can carry with you in your pocket. Then, when you are sweating your head off playing golf, you can whip it out and get a gush of cool air?

Or how about a beach umbrella that reflects the sun's rays back into outer space. Wow, that's actually a great

idea for a product. Hey, all this babbling of mine and I come up with a potential blockbuster.

Come to think of it, it really would be a great product, wouldn't it?

You could make it out of this highly reflective, silver plastic (like foil). I'm sure it really would be cooler than a regular umbrella. And, I don't think it would cost any more to manufacture, either.

And what a unique selling proposition it would have, too!

See how easy it is to come up with ideas for products - just by letting your imagination run wild?

Anyway, we're getting fully side-tracked here with space-age umbrellas and whatnot.

Onward.

G) Subscribe to trade publications:

Especially foreign ones.

Case in point. Have you ever heard of the Epilady hair removal system by Epi Products?

Epilady was a little product invented in Israel. Not for shaving women, but for shaving... yeah... you hit the nail right on the head, how did you know? It was for shaving...

SHEEP!

Really. But then some guy came along and said, "Hey, you goof-balls, what if we change this? And what if we do that?" And he did change this and do that. And you know what? He made the thing adaptable for women to use. I guess he didn't like hairy women. Who knows?

Anyway, an American entrepreneur by the name of Solly Crock found out about this invention, went to Israel, saw the potential, and tied up the exclusive rights to sell this gismo in the U.S.

So what happened? Listen. They did \$200,000,000.00 in sales. You heard right. That's two hundred million dollars from a nothing teeny weeny little start up business.

So what's my point?

Often, you will find a very successful product being sold overseas. If you can locate the owners of the product, many

times, they will be only too happy to give you the *exclusive* rights to sell it in the U.S.

And if you subscribe to these foreign trade journals, you will be able to keep an eye out for something that could be a big hit in the U.S. And a big hit for you, too!

H) Here, for your convenience, are the names and addresses of Foreign Consulate offices located in New York. Write to them. Let them know you are interested in marketing products from their countries. They'll be only too happy to help and send you whatever info they can:

Afghanistan, 866 United Nations Plaza, New York, NY 10017

Austria, 31 E. 69th St., New York, NY 10021

Belgium, 50 Rockefeller Plaza, New York, NY 10020

Denmark, 280 Park Avenue, New York, NY 10017

Dominican Republic, 1 World Trade Center, New York, NY 10048

Finland, 540 Madison Ave., New York, NY 10020

France, 40 W. 57th St., New York, NY 10019

Germany, 460 Park Ave., New York, NY 10022

Great Britain, 845 3rd Ave., New York, NY 10022

Greece, 69 E. 79th St., New York, NY 10021

India, 3 E. 64th St., New York, NY 10021

Ireland, 580 5th Ave., New York, NY 10020

Israel, 800 2nd Ave., New York, NY 10017

Italy, 690 Park Ave., New York, NY 10021

Japan, 280 Park Ave., New York, NY 10017

Korea, 460 Park Ave., New York, NY 10022

Luxembourg, One Dag Hammarskjold Plaza, New York, NY 10017

Mexico, 8 E. 41st St., New York, NY 10017

Netherlands, 1 Rockefeller Plaza, New York, NY 10020

Norway, 800 3rd Ave., New York, NY 10004

Philippines, 556 5th Ave., New York, NY 10020

Portugal, 630 5th Ave., New York, NY 10020

Switzerland, 444 Madison Ave., New York, NY 10017

United Kingdom, 150 E. 58th St., New York, NY 10022

Read "**How I made \$1,000,000.00 in Mail Order - and you can too!**" The author's name is E. Joseph Cossman. He made several million dollars by spotting foreign products with potential, tying up the exclusive rights to sell them in the U.S., and then doing it all by mail order.

A Sneaky Way to Reduce Your Advertising Costs, While Making Your Sales Explode!

Are you interested in this? Interested in making a pile of pelf, that is? Or, should we skip this treat and go on to the next chapter?

NO? You are interested? Really?

O.k., let's get into the thick of it:

Believe it or not, you can advertise and almost never lose money. Well, that's not entirely true. You still can lose money. But do you know what? With this system it's probably one of the least risky ways to start any mail order/direct mail business.

What is the system? It's called two-step advertising. As you know, the beauty of direct response marketing is... you can spend a tiny sum of money on a test ad, and, if the test works you can roll out like a roaring rocket with your campaign and...

MAKE MONEY LIKE CRAZY!

Right? Right. And when you combine this concept with what the "experts" call two-step advertising, you should really get ready to make some dough.

What is an expert? Someone who thinks he knows more than anyone else. But what he doesn't know, is that he doesn't know he doesn't know less than anyone. And because of this deranged thinking, he knows he shouldn't learn from others. If you know what I mean?

Boy, I sure can ramble sometimes. I'm like a 95 year old granny with a terminal case of verbal diarrhea, who's managed (I don't know how) to get her knitting needles stuck in her false teeth. And who then keeps snapping her jaws open and shut like a Toys R Us monster (batteries included), spewing out enough verbal fertilizer to fill a semi-gigantic football field, with the desperate hope that all this jaw movement will somehow loosen the knitting needles from her teeth!

Whatever. Now that you know what an expert is and all about my speaking habits, what is two-step advertising? It's simple...

You place an ad in a magazine, or in a newspaper, or on the radio, or wherever. But, your ad doesn't ask for an order. No. All you ask for is a response.

In other words, all you want to do is target those people who are interested in what you have to say, and then you have them either call or write to you for even more heavy duty information.

That's the first step!

Personally, I like to think of my two-step advertisements as little radars!

Radars?

What are you up to Tabak? I'll explain: my little radar advertisements sit quietly on literally millions of pages of magazines. They just sit there. Softly beeping, beeping, minding their own business. When all of a sudden... someone sees my ad. They glance at the headline. They read it. They begin to read the copy. They continue reading it. Eagerly. Excitedly. They finish the whole thing. And then they say, "Gee, this looks very interesting to me. I think I'll write for more info."

And they do!

So what does this mean? In reality, my ad simply identifies those who are interested in my product!

Now, in the second step of the process, I send the prospect my dynamite 8 page direct mail letter which is so convincing he charges into his bedroom, grabs his checkbook, scribbles me a check, and drives at 310 miles per hour to the nearest Federal Express drop box. And, of course, you know what this means, right? I made a sale!

Why do I use two-step advertising? Three reasons.

Reason #1: Money. Money. Money. Money. Money.

Reason #2: Money. Money. Money. Money. Money.

Reason #3: Money. Money. Money. Money. Money.

Look, the biggest expense you will ever incur in mail order or direct response advertising is the cost of your...

ADVERTISING!!

Jokes aside. Advertising will always be your biggest expense. And, oh brave one, if it ain't... you ain't doing it right. That's the truth.

See, two-step advertising affords you the luxury of spending a great deal less on your advertising, while, at the same time, increasing your sales. Here's why...

In order to sell a product for say... \$69.95, you would need to purchase at least a full page ad in a magazine.

How so? Because no man is going to fork out \$69.95 and mail it to you, a complete stranger, 3,000 miles away. Unless... you have told him all there is to know about your particular product!

And then some!

And not unless he feels he is making a wise decision. Not unless he feels totally comfortable. Not unless he believes you!

If you disagree with me... I'm sorry. You are wrong. Dead wrong. Why? Because some things I have tested and proven to be true. On those matters, I am unbendable in my opinion!

So what's the bottom line? It's simple. The higher your price, the more room (or space) you need to tell your story. As a rule (it's not always the case, but most often it is) the higher your purchase price, the more selling is needed.

And do you know what? It's just common sense. Do you have to be sold to spend twenty bucks? Probably not. But what about sixty, or six hundred, or even six thousand dollars? Think you might want to know a little about the product before making a larger decision? Of course.

So here's my point. Instead of now spending say \$18,000.00 for a full page ad in Popular Mechanics (that's what they charge - - I've advertised there), and selling your \$69.95 product right out of the ad in one step, you spend \$3,000.00... a mere fraction of the cost of a full page ad... and you buy a one sixth page ad in the same magazine. Namely, your two-step ad.

What happens? Interested people respond to your one sixth page ad by writing or calling you for more information. You mail them your sales letter, which, by the way, is long enough to tell your whole passionate story. See, now you have all the room you need to sell them. To convince them. To appeal to their hot buttons. And do you know what happens?

THEY BUY!

If you don't believe me, try this: take a one sixth page ad in popular mechanics. Make it a one step ad. In other words, ask for the money right up front in your ad. Ask for \$69.95 without giving hardly any reasons why they should buy. Just ask for the money. See what happens.

Hah, I already know what's gonna happen. You're gonna lose your loot.

So listen, do you see the big advantage to using two-step ads over one-steps? Use them. They're virtually fail-proof and will line your pockets with dough!

You know, I love this business. One reason is because it's scientific. What do I mean?

Well, assume you run a test advertisement in a newspaper and 0.5% of your audience responds. When you roll out by advertising in hundreds of newspapers and magazines...

YOU WILL GET THE SAME PERCENTAGE RESPONSE!

Simply put: if you can make it work on a small scale in your inexpensive, low risk test, you can make it work on a major scale, too!!

Anyhow, it's Quiz Time. Here's the big question: what type of advertising relies most heavily on the two-step process? Do you know? Wanna take a flying guess?

O.K., I'll tell you then. It's...

CLASSIFIED ADVERTISING!

Classifieds, by nature, use the two-step process. Why? No room. No room. No room.

There's no room in a classified ad to tell your whole story and convince someone to buy. That's why most classifieds read something like this:

HOW TO FATTEN YOUR WALLET IN NO TIME FLAT! FREE DETAILS. WRITE PO BOX 333 ANYTOWN USA.

OR

AMAZING FREE RECORDED MESSAGE REVEALS HOW YOU CAN FATTEN YOUR WALLET IN NO TIME FLAT!! CALL 555-5555.

Then when you call or write for free information, you get the full, very convincing...

SALES PITCH!

Often, I see a big mistake made in classifieds. What is it?

HOW TO FATTEN YOUR WALLET IN NO TIME FLAT! AMAZING BOOK REVEALS HOW. SEND \$39.95 TO PO BOX 333 ANYTOWN USA.

Do you want to know the truth? You will never see that ad repeated again. Guaranteed. It will fail so bad it will make your head swoon. Do you know why? Because nobody is going to send you money, even if it's only a twenty, unless you first give them

several good reasons. By appealing to their hot buttons and emotions. And a 21 word classified ad won't cut it!

If you're going to use classified ads to get started...

ALWAYS MAKE THEM TWO-STEP!

Want some more hot info? Listen to this. There's a company located in Texas called...

NATIONAL CLASSIFIED NETWORK

And they have an arrangement with... get this...

**6,300 DAILY AND WEEKLY
NEWSPAPERS
AROUND THE COUNTRY
AND IN CANADA, TOO!**

And that's not all. These 6,300 newspapers have a combined circulation of over... are you ready...

30,000,000!

Thirty million.

They can place your classified ad in all 6,300 papers, with a combined circulation of over 30,000,000, and all you have to do is send one copy of your ad and one check!!

They deal with all these papers on a regular basis and handle everything for you.

But wait. It gets even better.

The price they charge is lower than you could negotiate if you dealt direct with all the papers yourself. Here's why: they buy so much classified space that the newspapers give them a special deal, and they simply pass some of the savings on to you.

Neat, isn't it?

And do you know what? Even if it wasn't less expensive, could you imagine dealing with so many papers all by yourself? What a nightmare.

Moreover, they'll also sell you just a slice of their pie, if you want. In other words, you don't have to go into all 6,300 newspapers. You can pick and choose.

Listen, is your mind churning in high gear now? Are you thinking...

"Wow, I can test a little teeny weeny inexpensive classified ad here in my home town paper to sell... maybe a report on how to lose weight, or how to find a job, or how to make money, or how to make your kids get better grades in school, or how to reduce arthritis pain, or how to win at bingo, or how to cook like a French Chef, or how to fish like a pro, or whatever."

"And, if it works... Yeeeeow, I can roll it out nationally through this network of 6,300 newspapers."

"This is exciting!"

Look, I sincerely hope this is what you are thinking. Why? Because not only is it feasible, but many, many people are actually doing it. And making a bundle.

What's that? You say this idea is so hot you have to turn your a/c down? Your adrenalin is pumping wildly around your body? And if I don't hurry it up and give you all the details, you're gonna explode?

Here's how you get more information. Call or write:

National Classified Network

Attn: John Eger

4524 McKinney, suite 104

Dallas, TX. 75205

TEL (214)352-0612

FAX (214)443-9944

What's left? I'm going to quote Chase Revel, the guy who founded Entrepreneur Magazine from his book, Secrets of a Successful Mail Order Guru.

This guy actually founded Entrepreneur Magazine with a two-step advertisement in the Wall Street Journal. Here is what he says:

For the mail order marketer, there are several ways to reach and attract an audience. Selling via space, that is, advertising in newspapers, magazines, or on radio or television, is one.

Space ads can be approached in two ways: one-step or two-step ads. In a one-step ad you present your entire sales message and "close" in the same ad. There may be a coupon, address, or telephone number at the bottom of the ad so customers can respond and place an order.

One-step ads require more ad space and capital.

A one-step takes more space because you have to pack your ad with information and answers designed to overcome the buyer's objections. It is your one shot at the prospect and you must answer all his objections with that ad.

I started Entrepreneur as a newsletter (Insider's Report). It was a newsletter geared to the business opportunity seeker. I was going to tell them about the hot new businesses, and how to start one. If I had placed a one-step ad that said "get all the inside information about the current hot new businesses from Chase Revel... send \$16.75 to..." it would never have worked. To that audience I was an unknown.

Readers, regardless of their desire to find out about business, are not going to give \$16.75 to anyone they know nothing about.

To quell their doubts, you need a great deal of space and that costs money. You must take half - and full-page ads in order to make a one-step approach successful. It is the ultimate mail order gamble, and later I took it many times.

Not everyone has the capital for expensive, one-step ads. Many mail order marketers go with the two-step ad as I did. For those venturing into the business, two-steps are a must.

For me, the ad that started it all was a two-step.

Two-steps are designed to generate inquiries. They are usually small space ads, similar to the first one I placed in the Wall Street Journal.

The initial step is placing the small ad; step two is answering the inquiries with a well-conceived, convincing letter (or mailing piece) that is designed to close the inquiry or prospect.

Up-front expenditures are minimal, as exhibited by my \$44 investment. The sole purpose is to generate a qualified name as a lead. For those who wrote to me about "Joe's business" I followed with a sales letter that tried to convince them to send me \$16.75 for a year's subscription to my first newsletter, a product I called Insider's Report.

(Secrets of a successful mail order guru. By Chase Revel.
Pages 6&7. Published by John Wiley and Sons.)

I highly recommend you read this book.

Chapter 7

How to Easily Double the Sales of Any Business - Almost Effortlessly!

**And... how you can sell this amazing "sure-fire"
technique to others, and make a bundle!**

Do you own a business? Do you intend to own one? And if so, would you like to make wads of cash? Hand over fist?

Or... do you have a friend or a relative who owns a business that you would like to see skyrocket with the same intensity and virility as a Space Shuttle Solid Booster Rocket?

Or... would you like to make a bundle by selling this money making sledge-hammer to other business owners?

If your answer to any of the above questions was a resounding yes, then this information is really going to be valuable to you.

Here's why: it will literally fatten your wallet in no time flat!!

Let's get the ball rolling. Generally speaking, there is something about most businesses in the U.S that bothers me. What is it?

99% ARE NOT DIRECT MAIL ORIENTED!

And that's a shame.

When I talk to most business owners... very few are aware of the hidden gold-mine in their back yards.

See, almost any business can dramatically increase its sales with direct mail. Effortlessly. Here's why I'm so convinced about all of this:

My wife, Lana, and I, frequently patronize a local restaurant. It's only about 10 minutes travelling time from our home. It's called The Far Pavilion - - an Indian Restaurant. Not Red Indian but Indian, Indian. As in Bombay. Know what I mean? Spicy curry?

Anyway, we both love this restaurant. First, we have a real passion for Indian food. Why? For the love of God, I honestly don't know. It's so spicy that when you eat, you actually break out in a sweat. I kid you not.

Your eyes water. Your nose runs. And all the water drinking in the world doesn't help one iota.

Plus, not only does it burn when it goes in. No Sir. Wait till you get home a few hours later and it's time for it to... you know... come out.

**YEEEEEEOW!
HOOOOO!
FIRE! FIRE! FIRE!**

Now I'm not being crude - just dead honest!

Anyway, even with the severe drawback we still love this food and the restaurant.

So what's my point? We could easily choose from three other good Indian Restaurants in town. We've been to all of them. Tried them out. They're all pretty much on a par.

So why do we always go back to The Far Pavilion? Good question. It's... well... kinda hard to nail the exact reason down. I guess... we know some of the waiters. And they know us.

And... well, it's comfy to go there. Why? Because we know where the bathrooms are. We know who seats us. And we know what's on the menu. It's all in Indian. But we've learned the meanings. When we order something we know exactly what we are going to get, how much it costs, and how long, approximately, it will take for our food to arrive.

Plus, it's very relaxing to go there - which is why we go out in the first place!

Look, do you know what I just told you? Do you understand the meaning of my words? Do you?

It all has to do with...

STAYING IN YOUR COMFORT ZONE!!

This is a very, very important human emotion to understand. Why? Because people will do almost anything to avoid moving out of their comfort zone!

That's why you won't leave your job - even if you loathe it!

That's why you always drive the same route to work in the morning. You don't want to risk getting lost! Oh, no!

That's why most businessmen won't try new ideas. It's too dangerous. Why take a chance?

That's why, when your car breaks down, you take it to the same place you've taken it for the past 10 years! If you went somewhere new, who knows, you might get ripped off! (Like your mechanic doesn't rip you off now?)

That's why Ford owners always buy Fords. And Chevy owners buy Chevs. Switching brands is too risky. Oh, yes! I know my Ford. If I buy another Ford, at least I know what I'm getting. So you stay in your comfort zone!

That's why you get your groceries from the same store every time. You know where the fruit is. Where the chips and dip are. Where the beef is. Where the rice is. Where the bread is. And you know how to read the pricing on the shelves. Including the sale prices. You know how much everything costs. It's comfy to go there.

COMFY! COMFY! COMFY!

You don't even have to think, by gad. You just walk in, get your stuff, and leave. No frustration. No pain.

NO UNCERTAINTIES!

And that's what I'm trying to show you, man. That's the heart and soul of my point. Us humans. We're funny buggers. We don't like to think. Why? Because it causes anxiety. Nervousness. It...

TAKES US OUT OF OUR COMFORT ZONE!!

And that's a bummer - - as far as our brains are concerned.

So what's all this got to do with me? Is that what you ask? Allright, listen, this is where I really can help you...

No matter what kind of business you own, or are going to own... your first and most important objective is to make your customer feel totally relaxed and...

IN HIS OR HER COMFORT ZONE.

Because people only buy when they are relaxed and comfortable.

In a nut-shell, simply offer more friendly, smiling,

helpful, warm, sincere, butt-kissing service. Seriously.

**PUT YOUR CUSTOMERS' BEST INTERESTS
BEFORE YOUR OWN. AND LET THEM KNOW IT!**

And that's not all. It goes back to the Indian Restaurant, The Far Pavilion...

I believe the reason, initially, why we chose to patronize The Far Pavilion was because they went a tiny bit further out of their way to please us.

The more we went back, the more "acclimatized" and comfy we became.

Here's the gold-mine most businesses overlook.

**THEY TOTALLY IGNORE THEIR CUSTOMERS
AFTER THE INITIAL SALE IS MADE!**

How silly. And do you know what else? When I ask most business owners what the most valuable asset of their business is, I get answers like these:

"My printing press, of course. It's worth \$55,000.00."

"My inventory. You know, it's worth over \$400,000.00."

And on and on they go with this turd. Know this: the most valuable asset of any established business is... above all else...

THE CUSTOMER LIST!

In addition, if you're smart you can use your customer list to make so much money your head will spin! How? Glad you asked. I'll tell you...

Let's assume, for argument's sake, you own a retail clothing store called Clever Cedric's Clothiers. (It could really be any business at all, though.)

Anyhow, being the smart person you are, when a customer comes into your store and buys something from you, you...

WRITE THEIR NAME AND ADDRESS DOWN.

Then, at the end of the day, mail a "Thank you; I appreciate your business; you made a wise decision by doing business with me" letter to everyone who bought from you.

Like this for example:

Dear friend,

Thank you for your purchase today. Being an independently owned store, we really appreciate your business. And as the owner, I really wanted to personally thank you!

I also want to remind you that we only carry the finest garments available and we stand behind them 100%. Your satisfaction is guaranteed. Once again, Thank you.

Mail these letters daily. Don't wait. Time is critical. Have standard letters printed. Just address and mail them.

Why should you send these letters? Because they accomplish 3 important goals:

- 1) They overcome buyer's remorse - - which means you'll have fewer returns.
- 2) They make the customers feel comfy about doing business with you. In other words, they put the customers in their comfort zones!
- 3) They make the customers feel important. How many thank-you letters do you get from businesses? If you're like me... none. That's right. So if you did get one, it would really impress the dickens out of you, wouldn't it? And it would also...

CAPTURE A PIECE OF YOU FOREVER!

Think about this: the next time your customer wants to purchase clothing what is he going to do?

Is he going to go to a new store? Where he will be completely out of his comfort zone? Where he doesn't know the merchandise quality? The pricing? The selection? The service? Or even where the change rooms are??

Or is he... hey... that's right. He's going to come back to my store, Clever Cedric's Clothiers - where he is in his comfort zone. Where he is appreciated. Where he is important!

Actually, you know what I'm telling you is true, don't you? Just ask yourself: Where do you go when you want to buy stuff? To strangers? Or... to stores where you have already done business? Where you feel comfy?

The answer is obvious.

But do you know what? There's more to it. A lot more. That first acknowledgment letter was only the...

BEGINNING!

The tip of the iceberg. Why? Because you keep mailing to your customers. Like once a month. Or at least once every six weeks.

You want them to return. Over and over again. And so, when you mail, you offer an incentive. Like, for example, you offer a FREE valuable gift (because you appreciate them). All they have to do is stop by anytime within the next seven days to pick it up. No obligation. No strings attached.

What happens when they pick up their FREE gift? It's simple. They will already be in their comfort zone and probably buy something. Like a...

\$200.00 COAT!

How do I know this will work? The answer is easy. Recently I helped a clothing store in Atlanta pull over 100 customers into their store. Almost immediately. How was this possible? We purchased dozens of close-out earrings for \$2.00 a pair. Then we told the customers we would give them earrings valued at \$30.00 a pair, retail, absolutely FREE. And the rest was history. See, a good deal of these "freebie-hunters" actually purchased something when they came to get their gift.

Listen, the key to making this work can be summed up in one sentence:

MAKE SURE YOUR GIFT APPEARS TO BE VALUABLE!

Consumers are smart. They can spot a hoax. Fast.

The important thing is this:

IT'S 100 TIMES EASIER TO GET PAST CUSTOMERS TO RETURN THAN IT IS TO GET COMPLETE STRANGERS!

Why? Because of those two nasty little words: comfort zone.

But, see, this is what I was telling you earlier. Most businesses are so busy trying to get new customers... they forget about their existing ones. And that's really dumb, isn't it?

Here's an example of a letter I created for a multi-million dollar office furniture business to use...

(small letter-head up here - nothing fancy)

From: Tom Smith
333 Any Street
Somewhere, FL 00000
(407)555-5555

Monday, 9:27 AM

Dear Friend,

You can buy super high quality office furniture at dirt cheap prices!

Let me explain: I've been in business since 1958. Over the years, I've probably sold more office furniture than anyone I know. Honestly.

Anyway, do you know why I've been so successful? It's because I always give my customers...

MORE THAN THEY EXPECT!

It's my policy.

Plus, I'm really proud of my business. And the high quality products I make.

Our customers include IBM, The U.S. Post Office, First National Bank, Prudential Life Insurance, Delta Airlines and many others.

We sell desks, chairs, shelving, filling and storage systems, and just about everything imaginable for your office.

So what's the bottom line? It's simple. We just moved our factory into a fifty thousand square foot building, complete with state of the art equipment and a beautiful showroom.

How does this benefit you, the customer?

Good question. We're having a special sale. And here's what I want you to do (you'll love this): call me right away for a FREE, no obligations quote. But...

**DON'T TELL ME YOU HAVE
THIS LETTER UNTIL AFTER
I GIVE YOU THE VERY BEST
"FACTORY DIRECT" PRICE.**

Then you can tell me you have this letter (the one you're holding) which entitles you to a further 10% off my already rock bottom price.

That way you'll know for sure I haven't "padded" my prices. Just to give the illusion of a sale. In other words, I'm going to let you trick me!?!

Why am I doing this? Again, the answer is easy. Whenever people do business with me they are pleasantly surprised with the lightning delivery time, the extraordinary quality of our products, and the sheer beauty of our furniture...

**THEY KEEP COMING BACK
FOR MORE AND MORE AND MORE!**

Sort of like eating chips and dip!

So, you see, I don't mind losing a little profit initially if I can just get you to experience doing business with me. Because then you will be my customer for life!

Please call me right away at (407) 555-5555 for your FREE quote.

Most Sincerely,

Tom Smith

P.S. Remember to call right away. This offer is only good for the next 31 days.

P.P.S. Also, remember, don't tell me about this letter until after I give you the very best factory direct price, O.k.?

A neat letter, isn't it?

Whatever you do, remember to...

KEEP MAILING YOUR BEST CUSTOMERS ON A REGULAR BASIS!!

This technique really can make you rich beyond belief - - and put you light years ahead of your competition.

Tap into your customer list and milk it for all it's worth (which is major bread).

By the way, to illustrate my point further, I recently made over \$400,000.00 by exploiting my existing customer list. And so can you!

O.k., let's talk about another way to use this new-found wealth of information...

Did you know you can share this mucho excellent principle with other business owners and...

RARE IN MORE PElf THAN A PRINCE?

Here's how you do it:

Make an appointment to go see the owner of... let's see... who can you go see.... I know. Make an appointment to go see the owner of Frosty's Frozen Food, Inc., whose name is Sidney Snooze.

Sit yourself down in front of Mr. Snooze's big desk and get chatting with him.

Find out every morsel of info. about his business. Particularly about his customers.

This is very important.

Now let's assume he tells you that last year his business grossed \$25,789,431.00 and so far, this year, sales are down 3.2%.

Further, he tells you his customers are primarily large institutions like hotels and restaurant chains.

In addition, he has 107 repeat customers on his books. All of whom receive 30 day credit on their purchases. His average customer spends \$233,000.00 a year with him.

And so on and so forth. Before long he tells you every miniscule detail.

Then you say, "Mr. Snooze: tell me, bright boy, how many customers have you had over the past 3 years, who, for one reason or another no longer do business with you?"

And he replies, "about six hundred."

BINGO.

That's what you wanted to hear. Why? Keep reading and thou shalt see.

Now, listen, this is what you say:

"Mr. Snooze, would you be willing to pay me an amount equal to a small piece of your increased sales if I can make your business grow like wild-fire? In fact, Snoozie, I only want 5% of the increased gross sales - - which, in reality, is no more than you would pay to an outside salesman? And, Sire, if I don't increase your sales, which I already know I can, then you don't owe me one pretty penny? Fair enough?"

When he agrees (only a fool wouldn't), you write a simple letter to all 600 of his past customers. Like the one I did for the office furniture company.

Now anyway, let's say, for example, you mail 600 letters as described and you get a tiny little response of only...

5%.

That means ol' Snoozie just picked up...

30 NEW CUSTOMERS!!

What's more, each customer spends approximately \$233,000.00 a year. So now you can see that Mr. Snooze just increased his annual sales by \$6,990,000.00. And, best of all...

**YOU'RE GONNA BE GETTING 5% OF
IT WHICH IS \$349,500.00!!**

Listen, it can work just the way I described. But do you know what? There's one little detail we forgot. What if the mailing really does well and you get a...

10% RESPONSE!!

That would be interesting, wouldn't it? Plus, if these big numbers scare you, don't worry. You can do the exact same thing on a much smaller scale with a smaller business - like a gas station or a sandwich shop.

Go make some loot!

Chapter 8

How to "Shoot-Fish-in-a-Barrel" And Make a Fortune

I'm going to tell you a story. Why? Because I have a point to make. And, being the "Passionate Story Teller" (TPS) I am, I know my story will convince you. But before story time... I want to discuss two types of mailing lists.

1) "Compiled" lists:

A compiled list is simply a list of all the people who live in New York State who drive BMWs, for example. Or a list of left handed people. Or a list of woman who are divorced and who have more than two children in high school. Or a list of people who own 200lb gorillas. Those are all compiled lists.

2) "Responder" lists:

A responder list is a list of people who have purchased a particular item through the mail. Take a vitamin mail-order company, for example. Its customer list, if rented to other vitamin companies, would be known as a responder list. Or a response list!

PLEASE NOTE:

Generally speaking, response lists work much better than compiled lists. Anyway, let's change direction now. As I promised... it's story time!

Get your Coke, popcorn, jelly babies and snuggle up! Why? Because you're really going to love this. And the reason is as follows: it's all about...

YOU!!

Once upon a time... you decide to go fishing. You trot down to the marina and charter a fishing boat, which also comes complete with a crew and a captain.

You get all your gear together, including, but not limited to (as my attorney says) sandwiches, Jelly Beans, Dove Bars, Ranch flavored chips and Gatorade. You jump aboard and cast off. Away you go. You're on your way.

What a glorious day. The wind is blowing through your hair. You fill your lungs with a deep breath of salty, sea air and relax.

The sky is blue. The water is clear. You crack open a bottle of Michelob, and think... "Boy, this is the life. I'm really looking forward to catching a few big fish. Imagine what Gertrude (your wife) will say when I come home with a huge whopper of a fish? She'll be so impressed."

So what do you do? You cast your line out. Once - nothing. Twice - nothing. Three times - nothing. Four times - nothing. And so on. This goes on the whole day. You catch zippo. You're a little upset. And now... it's time to go home...

EMPTY HANDED!

So, out of desperation, you ask the captain: "Listen Cap, isn't there anything you can do? I mean, honestly, I can't go home empty handed. Gertrude will think I'm a clutz. C'mon cappie, what can you do?"

And do you know what he says? "You know, I've got just what you need. Follow me."

So you do. You follow him down below deck into this large room in the center of which stands a huge, mysterious wooden barrel. You walk up to the barrel and peer inside... holy jalepenos... Lo and behold, what do you see?

FISH. SWEET, GLORIOUS, GLORIOUS... FISH!

Big ones. Small ones. Fat ones. Skinny ones. Colored ones. All kinds.

"Take your pick," says the captain as he hands you a spear-gun.

"Don't mind if I do," you reply, as you take aim.

ZAP! ZAP! ZAP!

"Yee-hoo-wee!"

"Three fat, juicy ones. I'm a real humdinger," you think to yourself. Plus, you begin to smile broadly as you picture, in your mind, Gertrude's reaction when you walk through the front door with your "catch!"

And that is the end of my silly story.

What's the moral?

**IT'S MUCH EASIER TO SHOOT FISH IN A
BARREL THAN IT IS TO FISH FOR
THEM IN THE BIG, BIG BLUE SEA.**

Here's how it equates to you: very often when you rent a list of names... selling something to those people can be as simple as catching goldfish in a bowl with a net!

It's a sure thing!

Further, let's say for example that you want to sell a report on weight loss. Here's what you do:

Acquire a list of people who recently purchased some kind of diet product by mail. How? Call up a list broker, like Honest Fred's List Rental, for example (there are tons of list brokers in your Yellow Pages under "mail") and ask Freddy to find you a suitable responder list.

Assuming he calls you back and tells you there's a company called, Fatty Fatty Boom Boom, Inc., and they sell a book called, "How to Lose 20 Pounds Fast And Easy" and, more importantly, they have...

350,000 CUSTOMERS!!

See, these people have a weight problem (or a weight problem in their minds, at least) and, by responding to someone else's offer (Fatty Fatty Boom Boom's) they have demonstrated that they are... without a doubt... mail order buyers!

This is the very best kind of list you can ever get. Anywhere. Anytime. On the planet earth!

Moreover...

YOU CAN RENT A SMALL SAMPLING OF THE NAMES TO TEST FIRST. YOU DON'T HAVE TO TAKE A BIG GAMBLE WITH YOUR MONEY INITIALLY.

You rent 5,000 names. To test. And, let's say you get a 5% response. Wow, what does that mean? It's simple. Five out of every one hundred people buy!

So the next step, of course, is to...

RENT THE ENTIRE LIST AND ROLL OUT. FAST!

You've got a winner - - a big, sweet one!

Let's look at the numbers, so you can see what really happens: your book sells for \$19.95 plus \$3.00 shipping = \$22.95. And let's say it costs you \$3.00 to fill each order (cost to print and ship the book). That means you make \$19.95 gross profit on each order. But you still have to

subtract the cost of the mailing - - which happens to be \$350.00 per one thousand mailed.

O.k., we're moving right along. A 5% response to 1,000 pieces mailed simply means you get 50 orders. $50 \times \$19.95$ gross profit = \$997.50. But remember, you have to subtract \$350.00 for the cost of mailing. Fine. My calculator shows you make \$647.50 net profit, in cold, hard cash every time you mail 1,000 pieces to this particular list.

So if you mail to all 350,000 names you should make a net profit of \$226,625.00 ($350 \times \647.50 net profit per 1,000).

Hey, that's not too bad, is it?

But do you know what? That was only one list. And, in the weight-loss field, there are approximately...

THREE MILLION GOOD RESPONSE NAMES AVAILABLE TO RENT!

So what now? You go back to Freddy at Honest Fred's List Rental and you tell him to find you every other list of diet buyers he can get his hot little hands on. And you mail them like crazy.

Listen, does this info. excite you? Are you enthused? Can you see some possibilities here?

Can you see how to make a wad of George Washingtons if you get your little test to work? And do you see how fast you can make it? Because if you can't, I hate to be the one to break it to you but...

YOU MAY NOT BE SUITED TO THIS KIND OF WORK

And I'm not joking, either!

I have just shown you how it is possible for you to spend a very small sum of money to test a list, and then, if the results are positive, you can "roll out" and become wealthy beyond your wildest dreams!!

I have personally done this! I am talking from experience!

Even if you don't have any money - call me. We'll work something out, O.k.?

Want to hear more? Recently on one campaign I tested, and rolled out on, I mailed over...

THREE MILLION LETTERS!

So what am I saying? It's simple. If you mail the right offer to the right list, making money is as easy as...

TAKING CANDY FROM A KID!

But there's more to this list rental. A lot more!

What's the most important thing for you to know about it?

THE LIST IS KING!!

The list you mail to is much more important than your mailing piece. I know it sounds like an odd thing to say. But it's true. And I'll prove it to you.

Let's say you attempt to write a sales letter to sell your diet book. And, being new in the business, you're not too sure what to write.

You want to test your sales letter, which is not really a sales letter at all. It more closely resembles...

A SEVEN YEAR OLD'S ART PROJECT!

But at least you are wise enough to know to test.

So what do you do? You call a real expert. Like me. And you ask him to write your sales letter for you.

And I say, "My fee is \$5,000.00 up front plus 5% of your gross sales. But... I'm not interested. No thanks. See, I'm too busy making loot on my own projects. And I don't have time!"

Now, being the super smart person you are, you reply, "Listen Tabak: I bet I can write a better sales letter for my diet book than you can. I challenge you to a competition!"

And being the poor ol', gullible, foolish, miserable idiot that I am...

I ACCEPT!

So now you've got two letters to use to promote your diet book. The yucky one - yours, and the brilliant one - mine!

So what do you do? You rent two completely different lists to test:

- A) You rent a few names from our friends at Fatty Fatty Boom Boom's.
- B) You rent a few names from a list of people

who bought dolls by mail.

Here's what you do: you mail my brilliant, charming, highly enticing, well-thought-out sales letter to the list of doll buyers.

And... you mail your putrid letter to the Fatty Fatty Boom Boom's list of diet buyers.

Off goes your mail and up goes my hopes. My reputation is at stake here.

What happens?

For every one thousand yucky letters you mail (to Fatty Fatty Boom Boom's) you get back 40 orders. A 4% response. Very good. Certainly enough to make a lot of dough.

And me? My amazing, high-powered, expert sales letter pulls in...

ZERO ORDERS!!!

Zero? Can't be. What about the brilliant copy that I sweated bullets and agonized over? What about...? What about...? What about...?

Who cares what about! I broke the cardinal rule. I mailed to the...

WRONG LIST!!!

Know this: the best, most ingenious sales letter mailed to the wrong list won't work but...

A LUKEWARM (OR EVEN A POOR) SALES LETTER MAILED TO A GREAT LIST CAN MAKE YOU MUCHO PAYBACK!!

There are other factors, too, like:

1) Recency.

The newer the names, the more responsive they are. Some mail order companies offer "hot-line" names. These are the names of their most recent buyers, and, usually, they are the very best to rent.

2) Frequency.

Many mail order companies keep selling their customers additional products. The buyers of multiple products, generally, are much stronger names.

3) Amount spent.

The amount a customer has spent is important. If you are selling a \$20.00 item, you don't want to rent a list of buyers who bought a \$4.00 item. That probably won't work. However, a list of buyers who spent, say \$60.00, will probably do great when you mail them your \$20.00 offer.

What else?

Let's talk about the "back-end" business. What is the "back-end" business? Simply this: once you make an initial sale (front-end sale), that customer is yours. You own the name. You can go back to your customer and sell him additional products that are related to the one he bought initially. (Or, you can sell anything you like to your customers).

These products you sell later on are known as back-end products.

There are many, and I mean many, mail order companies that make no money at all on the front-end (initial sale), and some even lose money on the front-end, simply because of the huge, huge windfall they make on the back-end!

Understand this concept.

You really can make much more money on the back-end than you can on the front-end. Why? Because these customers now know you. They know you are an "O.k." person. You actually shipped them a product. They didn't lose their money. They really did get something of value from you. They are now in...

THEIR COMFORT ZONE WHEN THEY DO BUSINESS WITH YOU AGAIN!!

And it's much easier to convince them to buy on the second time around because they are now your customers! Remember, earlier, when we spoke about businesses in general, and I told you that the...

CUSTOMER LIST WAS THE MOST IMPORTANT ASSET OF ANY ESTABLISHED BUSINESS? REMEMBER?

Well it's no different for mail order companies. In fact, it's even more so. And, you will get a much higher response from your own customer list than you will from any rented list!

Talking about rented lists: it's big business. When you build up a sizeable number of customer names and addresses, you can rent them to other companies.

Wanna know something else? There are many, many catalog companies that make absolutely no profit on the items they sell in their catalogs. But, they do make a ton of dough by renting their names to other catalog companies. This can easily run into hundreds of thousands or even millions of dollars in profits just from list rental. Don't forget that.

Also, the bigger your customer list gets, the more back-end business you can do! O.k., what else can I tell you about lists?

Here's something. Get referrals from your list broker. Make sure you are dealing with a reputable firm. Ask how long they have been in business. If you don't, you might just get...

RIPPED OFF!!

This is what happened to me a while ago:

I tested 5,000 names from a list and, silly me, I purchased the names from someone I had never heard of. What was even more stupid was that I didn't bother to check references.

So anyway, I mailed the 5,000 and... bingo! It tested out great.

What did I do then? I ordered more names, of course. A lot more.

And the results? You guessed. The "roll-out" names didn't work anywhere near as well as the test names.

I got shafted. Big time. I lost thousands. And I wasn't a very happy camper. But you know what? Now I'm very careful who I do business with. And so should you be!

For "opportunity seeker" names I use a company by the name of: Mega Media Associates, Inc. Opportunity seekers are people looking for a get-rich-quick system. Literally.

Anyway, Mega Media has an excellent reputation and all my dealings have been on a favorable basis. Please don't call them unless you really do have something valid to test, otherwise it makes me look bad. Is that fair?

**MEGA MEDIA ASSOCIATES, INC.
ATTENTION: EILEEN**

(714) 673-2290

Also, if you would like to rent the customer list of people who purchased this manual, you can do so by contacting...

MACROMARK, INC.
ATTENTION: HOWARD LINDSER

(212)662-1170

He is the other reputable broker I deal with on opportunity seeker names. I have around 50,000 customers for this book. If you have something valid to test - call Howie. (I really do have the hottest opportunity list on the market. Ask Howie.)

A couple more things: The SRDS book at your library is a fantastic place to look for lists. It contains just about everything you need. And, you should also know that all list brokers have access to all the lists on the market. So, if you're stuck, call any broker from your Yellow Pages, tell him what product you're trying to sell and he will research the lists for you... at no cost. Why? Because, if, and when, you rent a list he makes a commission.

Lastly, get onto every mailing list you possibly can. Buy products through the mail. Do it! It's important. You'll see what your competition are doing.

I spend hundreds of dollars on mail order products. I buy them all the time. I honestly think I have learned more from it, than just about anything else. It's the cheapest mail order education you will ever get!

O.k. That's it. I'm done with list rental.



Chapter 9

How to Write Headlines That Result in Sales!

What is a headline?

A headline is, basically, an...

AD FOR YOUR AD!!!

What do I mean? Your ad needs to advertise itself. It should shout to your reader: "Hey! You There! Yes, I'm talking to you! Stop, listen, you will benefit by reading this ad. It's worth investing a few minutes of your time!

Remember what I told you about mailing lists? Remember the story when I mailed my ingenious, highly compelling sales letter to the wrong list - - the doll buyers? What happened? It bombed, big time.

And do you remember I told you the list itself was far more important than the mailing piece?

Well, friend, the same principle applies to headlines.

Look, you can have the very best advertisement in the entire world but if no one stops to read your magnificent sales pitch, guess what? You won't sell...

BILLY BEANS!

You can't sell people if they don't stop to listen to you. It's like a salesman giving a sales pitch to no one!

Know this: your headline is...

THE MOST IMPORTANT INGREDIENT IN YOUR ENTIRE ADVERTISEMENT. PERIOD!

It really is.

I would much rather have a dynamite headline with so-so copy, as opposed to a so-so headline with incredible copy! What's the point of having the best ad in the world, if no one bothers to read it?

Also, a single change in your headline can make a difference of up to ten times in the results you get!

How? Like so: I changed the headline in one of my losing ads from...

**BE A
BUSINESS BROKER**

TO:

**A SUCCESSFUL
BUSINESS BROKER
SHOWS YOU HOW TO
MAKE \$10,000 A
MONTH, OR MORE!**

And do you know what happened? That little ad-campaign took in over \$200,000.00.

And do you know what else? I was only running a little 1/6 of a page, two-step ad. Can you believe it?

Anyway, the first step in creating a world-class advertisement is to get people to read your ad. And in order to accomplish this you must give them a reason to stop and spend some of their precious, valuable time with you. So how do you do this? You...

**PROMISE A BENEFIT
AND SOME NEWS.**

Let's say you're selling... step ladders. And your company is called, Moronic Ladder Co. So you write a headline for your ad like this...

Buy Moronic Ladders!

or

Moronic Ladders are Inexpensive

or

Don't go to Work Without Your Moronic Ladder

or

**You'll be Smirking
While You're Working
With a Moronic Ladder!**

Look, these headlines are all garbage. But do you know something funny? Look in any newspaper or magazine and you'll find thousands upon thousands of these meaningless, useless, deranged words. However, generally speaking, you will not find them in mail-order ads!

They are found mostly in conventional advertisements. Like ads for Corn Flakes, Marlboro and Booze ads, for example. Why? Because when you write a silly, meaningless, non-benefit headline in a mail-order ad, no one reads your ad, and therefore, no one buys!!

And if no one buys... you immediately stop running the ad, right? Of course - unless you're a dummy!

However, you see, in conventional advertising (non mail order), where you...

**HAVE NO IDEA ON EARTH
WHETHER YOUR ADVERTISING
IS MAKING YOU ANY
MONEY AT ALL,**

you just keep running your silly ads, with corny, useless headlines, because you think it must be working, or because some silly ad agency tells you so.

Listen, let's get something straight:

WHAT IS ADVERTISING?

Is it cute phrases? Is it "brand-name" recognition? Is it jingles on the radio? Is it clever slogans? Is it supposed to be humorous? Is it clever writing? What is advertising?

Before I tell you, you should know this: Americans spend not millions, but billions of dollars every year on advertising, yet, very few people even know what it is. Isn't that a joke? And I'm talking about the owners of some very, very large corporations here, as well. They spend millions of their hard earned dollars on this thing called advertising, and... they haven't the faintest idea what the ding dong it is!!

Anyhow, be that as it may, advertising is simply...

**SALESMANSHIP
MULTIPLIED!!**

Nothing more. Nothing less.

Advertising is your salesman. It should make people buy! And buy now. That's it. If your advertising doesn't do that, then you're wasting your money. And I don't care what any high-priced ad agency tells you about brand-name recognition, or about long term future benefits.

Hogwash! Your ads must pay their own way. They must stand on their own two feet as a profit base. If not, what do you do?

AXE THEM!

O.k. let's get back to my sample headlines with Moronic Ladder Co. Boy, I sure do get side-tracked. But you know... so what?? If I think of something important you should know about, hey, I'll just step right in and tell you - the way it really is! O.k?

Anyway, here are a few examples of how Moronic Ladder Co. could write their headlines...

**Announcing:
The World's Strongest Ladder
Saves You Time, Money
AND YOUR LIFE!!**

or

**How to Easily Get to
"Hard-to-Reach"
Places Without Injury!**

or

**Amazing New Patented Ladder
Makes "High-up" Work Risk-FREE
And The Price Won't Kill You Either!**

See, if you want people to stop and read your ad, to give you some of their precious, valuable time, you must show there is something in it for them.

And how do you accomplish this? Promise benefits and news in your headline.

Is this about as clear to you as the instructions you get when you buy a new Mitsubishi video tape player? (Don't you hate trying to figure those things out?)

Onward. Let's assume you have a report you want to sell, for example, on "leading a happy life." What kind of headline might you try?

**99 Sure-Fire New Ways To
Lead a Successful
and Happy Life.**

News + benefits = readership. Remember, if they read it they might just...

BUY IT!!

O.k., let's see, what else about headlines? Your headline, if possible, should contain the central selling message. In other words, if you are selling, say... radioactive waste gloves, and the central selling idea of your campaign is that you won't get cancer if you use these gloves when handling radioactive material, then feature this point in your headline. How? Like this...

**"ANNOUNCING: NEW GLOVES
LET YOU HANDLE
RADIOACTIVE MATERIAL
WITHOUT RISK OF CANCER"**

Hey, if you handled radioactive material in your job and you spotted an ad in one of the trade journals with a headline like that, would you take a few moments to read it? You betcha. Especially if contracting cancer was a big issue in your business!

What about all the people who don't handle radioactive materials? Will they stop to read this ad? Nope! They won't. And... who cares about that? You don't want or need them to stop.

Why? Because you only want those who are concerned about cancer who handle radioactive materials to say (to themselves):

"What's this? What's this? Let's see... maybe... maybe it can help me. Yes, I'll spend a few minutes to read this article!"

They have this mental conversation with themselves. Subconsciously. Before they decide to read your ad.

And do you know what your goal should be after you get them to read the first sentence? The answer is easy. You get them to commit, subconsciously, to reading your entire ad.

Listen, writing advertising copy is not covered in this chapter, so I won't go into it now. But what I will touch on, because it relates to headlines, is this: you should think of your advertisement like a...

SKELETON!

A skeleton? What in the world does a skeleton have to do with writing great advertising?

When you think of a skeleton, picture in your mind's eye the spine and all the ribs connected to it. O.k., you got it?

Now imagine the spine is your central selling theme (which I'll explain in one moment). And each rib represents a feature and/or benefit of your product. The trick, if you're smart, is to tie the features and benefits into the central selling theme - - like a skeleton!

Back to the Moronic Ladder Co. Let's assume their ladder has a special patented design that allows them to manufacture the ladders out of toothpicks or some other very lightweight wood!

To me, this would be the most important feature or idea about their product. And if this really was the case, I'd structure my headline around that main central selling theme. Then, in my copy, I'd be sure to tie all the features and benefits into it.

Want an example?

**ANNOUNCING:
AMAZING NEW 50 FOOT PATENTED
LADDER CAN SUPPORT 700 LBS, YET
WEIGHS LESS THAN A NEW-BORN BABY!!**

Then my copy would explain all the features and benefits of owning it. And all this would tie-in with my core appeal, strengthening it. Make sense?

Back to headlines. How do you make your headlines newsy and full of benefits? It's simple. Use these words:

Announcing
New
Amazing
And Now
Now For The First Time
On February 8th...
Discovery
Invention
New Method
Secret
39 Easy Ways..
The Truth About..
An Open Letter to...
How to
Imagine...
67 Reasons...

Do you know what else you should do? Subscribe to magazines. Lots of them. Why? Because they contain the best headlines. And do you want to know something outrageous? The best headlines are found in...

**THE NATIONAL ENQUIRER
THE WEEKLY WORLD NEWS
THE EXAMINER**

You should subscribe to them. I do.

In fact... hey, hold on, I've got an idea. Let me reach over and grab a recent copy of the Enquirer. I'm going to flip through the pages and write down a few headlines. That way you'll see what I mean - hands-on! Here goes...

Probe Reveals:

New Gay Sex Scandal Rocks Tennis

Jet Becomes Time Bomb as Blundering Police Lose
Explosives in Luggage!

Hypnotist-bandit Steals \$300,000 With a Smile!

Tune-in And Get FREE Any Item up to \$15.00

Slimming Your Hips Can Boost Your Bust!

These Teens Grew up to Become Top Stars - Can You Name
Them?

Test Yourself: Do You Know How Dangerous The Sun is?

Snappy New Way to Get in Shape: Giant Rubber Bands!

Stomach Flatteners: Do This Exercise Every Other Day
and Look Great!

Exclusive: The Untold Story of This Year's Hottest New
Star!

I Was Flying To California But Landed on a Caribbean
Island!

An Amazing New Invention Gives You...
A Flat Stomach Without Sit-ups!

Inventor Overslept - So He Dreamed Up The Alarm Clock!

"I Don't Take The Pill Anymore!"

(I love this next one. Listen:)

How to Make Lottery Tickets Pay-off - Even If
You Never Win a Dime!

You Too Can Be a Real British Lord or Lady!

5 FREE Gifts to Keep - Send For Your Catalog Now!

10 Ways to Get Back on Your Feet After a Crushing Failure!

What's Sexy in Men?

Tired? Drowsy? Exhausted?

How to Get Rich!

An Atlas Body In 7 Days

Be a Professional Secretary!

Do You Want To Save Over 24,000 Gallons of Water a Year?

Have You Been Injured in an Accident?

Short People Have Half The Cancer Risk, Study Finds

Do You Ever Wear A Wig?

What to Eat - & Not Eat - For a Good Night's Sleep!

Reincarnation Shocker!

O.k., that about does it. I didn't list nearly all of them but I'm sure you can see the value in reading these headlines, can't you?

In addition, I have a "*headline file*." Whenever I spot a great headline in an article or in an ad, I simply make a note of it and add it to my file. Like the one I pointed out to you:

**"HOW TO MAKE LOTTERY
TICKETS PAY-OFF - EVEN IF
YOU NEVER WIN A DIME!"**

That one definitely went straight into my file.

When I get ready to write a new ad, do you know what I do? I scan my file quickly, and...

IDEAS BOOMERANG INSIDE MY HEAD.

Let's say I'm selling a diet book. Here's what I do: I look through my file for one like this:

**MY FEET WERE KILLING ME... UNTIL I
DISCOVERED THE MIRACLE IN GERMANY!**

Except, I might change it a little, like so:

**MY OVERWEIGHT BODY WAS KILLING ME... UNTIL
I DISCOVERED THE MIRACLE OF X159!**

Or something like that.

Let's try another

Here's one:

**AN AMAZING SECRET LETS
DESPERATE FLORIDA VACUUM SALESMAN
SUCK UP \$126,651 -
WITHOUT USING
A VACUUM CLEANER!**

This could be changed to say:

**AN AMAZING DIET SECRET
LETS DESPERATE 55 YEAR
OLD LADY LOSE 43 POUNDS -
WITHOUT TAKING A SINGLE PILL!**

That would be a great headline, wouldn't it? But be careful. If you make claims about weight loss or anything else be sure they are truthful. Be prepared to back them up with proof!

Here's another great headline I developed:

**REALTOR GETS \$21,108 A MONTH -
DOING WHAT YOU AREN'T!**

This little 2 step ad ran only in the REALTOR magazines, which I consider to be a very limited market. Yet, despite this, it still pulled in over...

\$300,000.00

Because the headline of your ad is so important, you should spend 80% of your time working on it and only 20% on your advertising copy. Not the other way around - like most people do!

Well, that's the end of this chapter on headlines. I've really given you some hot info here. This is not all you should know about the subject. Not by a long shot. In the next chapter, on writing power sales copy, I'm going to suggest several books for you to read. Most of these books also discuss headlines. You really should buy these books or at least see if you can find them at your library.

While I'm on the subject of books. Be very careful what you read. Don't go to your book-store and assume every book

on mail-order is excellent. It's not so. I can't tell you how many books I've purchased that are...

TOTAL, TOTAL DETRITUS
(what dogs deposit on your front lawn)

Seriously. Do you know what the problem is with these detritus books? The authors haven't had any practical experience!

What's more, you can really go badly astray if you read one of these monsters. And do you know what else? I can tell right away if the author is a real "doer." How? It's easy. Doers talk about selling. That's the focal point. And the other goof-balls... they show you graphs. And charts. And studies. And psychology.

Listen, I'm as serious as a heart-attack about this. Most of these mail-order books are not only stupid, but they tell you the wrong stuff. They can put you on a suicidal collision course with failure! So, until you get going, read only the books I suggest. Do I have your word on that?

Chapter 10

How to Write Advertising Copy That Grabs The Reader by The Throat, And Forces Him to Send You Money!!

I've got good news and bad news.

What do you want first? The bad news? O.k., here it is:

I can't turn you into a world-class copywriter in one chapter. Not even in one book. There's more to it than that. A lot more. And if I told you anything different, I'd be lying!

But the good news is...

I can make you 95% more effective in your sales efforts than any of your competitors. And... I can teach you how to write ad copy that is 95% more compelling than copy written by anyone you are ever likely to hire...

NO MATTER HOW MUCH THEY CHARGE!

Also, I will show you how to use this valuable information to line your pockets with dough - in no time flat!

Let's get down and boogie: You already know what advertising is, don't you? I drummed it into your head with my mallet, right? It's...

SALESMANSHIP MULTIPLIED!

Nothing more. Nothing less!

So writing advertising is simply... "selling!"

O.k., then what is selling?

My definition of it is:

**COMMUNICATION WITH ANOTHER PARTY WHEREBY YOU
LOGICALLY AND EMOTIONALLY CONVINCE THEM THAT
IT IS MORE ADVANTAGEOUS FOR THEM TO HAVE YOUR
PRODUCT, THAN IT IS FOR THEM TO HAVE THEIR MONEY!
AND THEN AFTER THEY AGREE WITH YOU, YOU GIVE THEM
YOUR PRODUCT AND THEY GIVE YOU THEIR MONEY!**

Selling means convincing people. It means persuading people to your way of thinking. It means... in its purest form... making people believe you!

So how do you do this?

TECHNIQUE! TECHNIQUE! TECHNIQUE!

Selling in print is no different from selling face-to-face. It really doesn't matter what media you use. TV. Radio. Magazines. Newspapers. Face-to-face. Billboards. Card Decks. What's the difference? Selling is selling! Think about it!

That's one reason (in my humble opinion) why I've been so successful. You see, if you remember a few chapters back, I told you I used to be a door-to-door vacuum cleaner salesman! Remember? And I also told you I got pretty good at it, right?

Then, after I knew how to sell I went into "multiplied salesmanship," in other words, mail-order marketing and made even more money!

So, if you get nothing out of this chapter at all (which I doubt), then at the very least, get this:

LEARN THE SALES TECHNIQUES THAT MAKE PEOPLE BUY!!

Once you master the techniques of selling one product, guess what? You will be able to sell any product on the face of the earth - and fill your pockets with plenty pesos!

And do you know why? Because all selling is the same. Irrespective of the product.

What's more, you can use mass marketing like direct mail to multiply your sales efforts a million times over!

O.k., if selling is so important... let's talk about the secrets of making a sale: people, subconsciously, only buy for...

A SURPRISINGLY FEW NUMBER OF REASONS!

These are the main reasons (or needs) that make people buy:

- 1) The need to feel love from others.
- 2) The need to be accepted by peers, friends and family.

- 3) The need to survive (eat, drink, shelter, clothing, and reproduction by having sex).

What about everything else? What about the reason why people buy diet pills? What about why people buy money-making programs? What about insurance? And what about houses? What about all those things? You forgot to cover them?

Actually, I didn't. Listen to this story and I'll explain: once upon a time a 21 year old boy by the name of Slo-Joe walks into a Ford showroom to look at a Ford Mustang. He has the cash. And he's ready to make a buying decision. One problem, though. He can't make up his mind whether he likes the Mustang or whether he prefers the Trans-Am (at the Pontiac dealership up the road).

All of a sudden a slick salesman by the name of Slippery Sid walks up to him and says: "Hi-ya-doin' Slo?"

"Oh, I dunno. I can't make up my mind!"

So Slippery Sid asks: "Tell me, Slo, what do you like most about this car?"

"It's fast. I like it most of all because of the *speed*," answers Slo.

Anyway, further conversation between these two characters reveals something very important. What is it? Would you believe... Slo is dating a hot teenybopper, by the name of Wanton Wanda!

So what does smart Slippery do, the cunning devil? He revolves his entire conversation around...

**HOW IMPRESSED WANTON WANDA WILL BE
WHEN SLO-JOE COMES HOME WITH THIS CAR!!**

And do you know what happens? All of a sudden Slo starts to get hungry for this car. Hungry. Hungry. Hungry. And Slippery Sid senses it. So he pushes the hot-button even more. How? By telling Slo to imagine he's taking Wanton Wanda to the movies in his new car. And then to imagine he's cruising in the country-side with her - doing ninety - and she's holding him tightly - all so impressed by his macho display of masculinity!

And then, after a while, do you know what happens? Slo writes the dealership a fat check for the car. Why? Because he is sold. Sold!

Slippery Sid found the hot-button - and pushed it like crazy until Slo decided he wanted the car more than he wanted his money!

Hey, hold on a tick. Didn't Slo-Joe say he liked the car because it went fast?

Yeah, he did. But do you know something...

**SUBCONSCIOUSLY, ALL HE REALLY
WANTED WAS A CAR THAT
WOULD IMPRESS HIS GIRL -
AND, IN HIS MIND, MAKE HER LOVE HIM!**

See, he didn't want to go fast because he was real fond of State Troopers and speeding tickets. No, he liked to go fast because of the feeling it gave him. The rush. And, in his mind, he believed this feeling of potency would make Wanton babe more attracted to him.

Do you understand this concept?

Listen, maybe consciously Slo liked the car because of the speed. I don't deny it. But the real, motivating reason - - which he, underneath, probably wasn't even aware of - - was to feel love!

Know this: everything, and I mean everything you buy (or even do) relates directly to those...

3 BASIC HUMAN NEEDS LISTED ABOVE!

People want to lose weight. Why? Is it to be thin? Yes, but that's not the real reason. The real reason is:

**TO BE ACCEPTED BY THEIR FRIENDS
AND TO BE LOVED BY THEIR PARTNER.
THAT'S IT.**

So an offer to sell a diet product, for example, would do much better if it said: "Hey, imagine what your friends will say when they see you? Wow, they'll be speechless! Wouldn't that be wonderful? Just imagine everyone seeing you as skinny as a twig? Picture how envious they'll be?"

Now compare that to saying, essentially: "Hey, you'll lose weight if you buy this product."

See how much more compelling the first argument is?

What about money? People want money, right? Why? Is it because they want to feel it and count it? Or is it because they want to use it to buy things that will (in their minds) make them accepted and loved by others?

And do you know what else? Why do you think most people are willing to go heavily into debt to buy cars, houses, diamonds, furniture and other goodies? Is it because they like the pressure of monthly payments? Or are they really buying a feeling, or, more specifically, a state-of-mind, induced by the praises of everyone who sees them surrounded by "success?"

See what I'm getting at here?

Just think about all the things you buy... and trace your motives back... back, back, back to the root... and you will find that everything you do, in some way, brings you closer to those three common, human goals.

Nuf said. Let's change horses:

Before you sit down to write any copy at all, you must first...

RESEARCH YOUR PRODUCT TO DEATH!

What does this mean? Find out absolutely everything you possibly can about it. Read. Talk to people. Make enquiries. Follow up. Make phone calls. Speak to users of the product. Get so involved with your product you...

ACTUALLY SELL YOURSELF ON IT!!

I'm not kidding. It is only when you are totally in love with your product that you can successfully convince other people to buy it. Want an example? Look at me. How did I sell this book? Well, firstly, I love this book. And I hope you feel the same way. Why? Because it really is helpful. I do tell you exactly how I took in...

MILLIONS OF DOLLARS!!

What's more, it's packed full to the brim with hot, hot money making info - just like my advertising said. Plus, it's pin-point specific. I give you the real thing. It's all proven and tested. And, most importantly, I know if you take a few of my ideas and put them into practice, you can make a bundle, too!

You really can!

I have absolutely no reservations. Why? Two reasons: number one...

I BELIEVE IN THIS BOOK!!!

And number two: others who used some of my ideas made serious cash!

Anyway, the most important thing is... make sure your product really and truly helps people. In other words... deliver what you promised!

O.k., the second thing you do after you research your product to death is... get face-to-face with a prospect.

Why? Because when you are face-to-face, you will find out...

**ALL THE REASONS WHY YOUR PROSPECT
LIKES YOUR PRODUCT. WHY HE
DOESN'T LIKE YOUR PRODUCT.
WHY HE WILL BUY IT.
AND WHY HE WON'T BUY IT!**

Then go see another prospect. And another. And another.

By the time you have physically tried to sell your product in person to 10 people...

**YOU WILL KNOW MORE ABOUT HOW TO
SELL IT, AND MORE ABOUT HOW TO
WRITE THE SALES COPY, THAN THE
MOST EXPENSIVE AD AGENCY
ON MADISON AVE.**

This I guarantee you!

Want another good reason why you should do it? You will be 99% ahead of everyone else in mail-order because... they all think it's below them.

Isn't that amazing?

Think about it. How can you possibly write sales copy to sell something if you have no feel for the market? No feel for the hot-buttons?

Plus, if you do it... you'll find out in advance what all the objections to the product are. Then you can address these negatives in your written sales pitch...

AND OVERCOME THEM AT THE SAME TIME.

Want an example? Say, for argument sake, you sold graphic art pens. When you sold them personally - - face-to-face - - you met with a major objection. What was it? The prospects simply wanted to know: "does the ink smudge?"

Every single prospect asked this question.

So now, in your written sales pitch, what would you do? You could say something like... "oh, just in case you were wondering, our pens use CX325 ink which is smudge-proof!"

Bingo. You overcame their objection. Now you have a chance to make a sale. But... what if you never tried to sell the silly pen face-to-face? You would never have known about that objection, yes? And you would have lost a ton of sales!

See, when someone is reading your offer, they can't ask you about the smudging because...

YOU'RE 3,000 MILES AWAY!

Is this perfectly clear?

But that's not all. You should spend approximately 80% of your time researching, questioning and selling-in-person, and only 20% of your time actually writing!

And when you do sit down to write... you should spend approximately 80% of that time working on your headline, and the remaining 20% writing the body-copy!

Let's talk about enthusiasm. You should write at a pitch that is comparable to a...

MASTER VIOLINIST GIVING A PERFORMANCE WITH A 110 VOLT ELECTRICAL CABLE SHOVED UP WHERE THE SUN DON'T SHINE!!

If you want people to believe you, you've got to show you are excited. Why? It's simple. Normally people don't get excited unless they really have something fabulous to sell. Enthusiasm in your sales pitch gives the reader a strong unconscious message. Namely: "How could this guy be so excited, unless whatever he has, really is great?"

What about style?

What style should you use? You should write your advertising just the way I have written this book!

Write like you talk. But...

DON'T TRY TO BE TOO CLEVER!

It doesn't work. Don't cuss. And don't be humorous for the sake of humor. Do it only if it advances the sale.

And clever slogans? What about those? Like...

AT&T: The Right choice!

Have you ever heard such bunk? Who is ever going to switch to AT&T because they say it's the right choice? Not I. How about you?

If you want to sell someone, you have to use the big guns in your arsenal. Like...

**Benefits. Benefits. Benefits.
Features. Features. Features
Benefits. Benefits. Benefits.**

And more benefits. Want some examples? Fast service. Low prices. Clarity. Easy dialing. Friendly operator assistance. 24 hour customer service. Money back guarantee. No charge to switch over.

Yes, sweet-pea, that's what makes people buy. Not silly slogans. So listen, leave the slogans alone.

In addition, the best sales letters look like a personal note written to a friend!

In fact, whenever I write copy, I picture one of my friends in my mind. Then I write that person an enthusiastic note to tell about some incredible product I discovered. And how it can benefit him!

Keep it personal. Write in terms of "you." Not "them" or "they." (You will be amazed. You should try it. You won't believe the results.)

Use short sentences. Like this.

And short paragraphs, too. Like so!

Why? Because it makes your message peppy. And punchy. This keeps the readers' attention. If you lose their attention, guess what? You lose a sale!

Write in the present tense, too - it's easier to read.

Make your paragraphs flow. How do you do this? The answer is easy. Start them with words like...

What's more...

In addition...

Not only that...

Anyway,...

But wait! There's more...

If you think that's great...

That's not all...
On top of that...

Get the idea?

What's more, you should always choose long copy over short copy. The general rule is:

**THE MORE YOU TELL,
THE MORE YOU SELL!!**

But long copy is boring? Is that what you say?

It is only boring if the reader is not interested in your product. Or if you make it boring.

Want an example? An avid golfer will read a sixteen page sales letter on how to improve his game. A non-golfer will read the first sentence and toss it in the garbage.

A gun collector will read a twelve page sales letter on ancient, rare guns. Me, I hate guns. I wouldn't read one word.

Let's change gears and run through another example:

Say you are selling a special set of golf clubs to golfers, here's what you do: rent a list of golfers who purchased some other golf product through the mail. In other words, a response list.

Mail a twelve page letter telling all about your special clubs. Explain how he will knock nine strokes off his handicap..

**AND HOW PROUD AND HAPPY (and loved) HE WILL
FEEL WHEN HE SHOWS-OFF TO ALL HIS FRIENDS!!**

Listen, if you want this golfer guy to send \$600.00 to you, a total stranger, in the mail, 4,000 miles away, for a set of clubs he has never laid eyes on...

**YOU HAD BETTER MAKE SURE HE
KNOWS EVERYTHING ABOUT THEM!!**

Down to the very last detail. Size. Shape. Weight. Color. Feel. Flexibility of the shafts. Hardness. Guarantee. Look. Strength. Everything!

Tell your whole story. It can never be too long - only too boring! And remember to... T.P.S. - Tell a Passionate Story. Why? Because it keeps the readers' attention. It makes you believable!

What are some other ways to create believability?

- 1) Use plenty of testimonials from satisfied customers.
- 2) Use a celebrity to endorse your offer.
- 3) Enclose a photo of yourself, or at least put your picture in your letter-head.
- 4) Be specific. It's far better to say \$401,325.89 than it is to say \$400,000.00. In addition, use exact names, places, times, amounts, dates and so on. The more specific you are, even on seemingly irrelevant things, the more believability you create. Subconsciously.
- 5) This one is important...

**BE HONEST ABOUT THE
IMPERFECTIONS IN YOUR PRODUCT!**

Don't hide them. For example, if, say, the golf clubs you are selling take four weeks to "get used to" - tell the buyer!

In your letter, you might want to say something like this:

Listen, I know you think these clubs are like magic wands - and they are. But I'm afraid to tell you that they have one... little problem:

My clubs take about four weeks to get used to. In fact, in the beginning, your game will actually get worse. I'm sorry. But if you can just stick it out...

**YOU WON'T
BELIEVE THE RESULTS!**

When you blast that ball 300 yards right down the middle, your friends' eyes will literally plonk right out of their heads!

Etcetera, etcetera. On you go with your story...

When you are honest enough to tell the prospect there is actually a small problem with the product, it creates believability like nothing on earth!

Moreover, make your offer crystal-clear. Don't let the reader say:

"What does this mean? Or, where do I send my money? Or, how do I order? Or, what about getting a refund? Or, how

much do I send?" If you confuse him, he'll un-confuse himself by dumping your piece into the trash. Keep it simple, Simon.

While I'm on the subject of simple... don't use long, confusing, discombobulating words like I just did. See how hard it was to read that? Use short, easy words. Like these.

Make your text appealing to the reader's eyes. When your prospect initially looks over your mailing piece (before he decides to read it), if the printing looks as dense and mentally boring as a legal contract...

HE'LL SIMPLY THROW IT OUT!!

Dense, boring print intimidates the reader! How do you make your letter look inviting? Easy to read?

LIKE THIS! WITH SUB-HEADINGS!

In addition, use wide margins on either side of your text. And indent the first line of each paragraph, too!

O.k., now for the real meat, potatoes and fruit-salad I'm going to create a sales letter right before your eyes. Why? So you can see exactly how it should be done!

Here is a formula to remember:

- 1) Get attention (headline).
- 2) Tell the reader why he should read this.
- 3) Say something important.
- 4) List all the features of what you are selling.
- 5) List all the benefits of owning what you are selling!
- 6) Tell the reader what your "Unique Selling Proposition" is.
- 7) Tell him where and how to order.
- 8) Tell him to order now!
- 9) Offer a bonus if he orders now!
- 10) If your product lends itself, tell a passionate story!

Let's see. I need a product to use in my example. What can I sell? Let's invent an imaginary product called: "Oh, wow, heel cups."

Oh, wow, heel cups are little rubber cups you slip into your shoes. They are specially designed to alleviate heel pain.

(First, the headline.)

Do you suffer from heel pain?

**ANNOUNCING: GERMAN SCIENTIST'S AMAZING
"MINI TRAMPOLINE" DISCOVERY
DISSOLVES HEEL PAIN - FAST!**

Do your heels feel like someone is sticking hot knives into them? Are you unable to stand for more than 15 minutes without experiencing heavy-duty pain? If so, this remarkable news may hold the key to a pain-FREE life for you - forever!!

A German scientist, Baron Von Volkswagen, has made a prolific breakthrough in solving the nagging question of heel pain, once and for all!

Oddly, though, Baron Von Volkswagen is not a scientist in the medical profession. His work has nothing to do with medicine. He is a satellite radio-wave researcher.

Here's his story...

I work in an electrical laboratory, Sauerkrautfabrik, in the city of Mercedesburg - - five miles from Stuttgart. My hours are 7:00 am to 5:00 pm, five days a week.

I really love my work. Actually, I'd even do it without pay, if I had to.

However, I had a big problem. A problem so great, it almost forced me into early retirement. It was awful.

See, I suffered from the most terrible heel pain imaginable. It was excruciating!

And, worst of all, I spent 80% of my day on my feet - - walking from the laser vacuum spectrum to the silicone tri-atom transducing mobilizer.

Not only that. I visited with numerous doctors and foot specialists. But they couldn't help me. They all said I had to get used to it. Can you believe it?

So do you know what I tried next? Those products you get from the drug-store. You know, the foot inserts? Did they work? No, they made my feet worse!

Did I give up hope? No sir. Not me.

I decided to experiment. After all, what did I have to lose? So I developed a special heel cup. It's amazing!

As soon as the first prototypes were complete, I shoved them into my shoes for a trial, and...

OH WOW!!

The pain was gone. Vamoose. History. Just like that.

And do you know what I called my invention? Oh, wow, heel cups - after the first two words I uttered!

But, sure, I know what you're thinking... it sounds too good to be true, right?

Well, keep reading...

The special rubberized material I use is unique. The molecular structure, CH^{gh}, is divided into tiny sponge-like cells I call mini-trampolines.

What's more, when you walk, your heel exerts 67.903 newtons/centimeter pressure onto the heel cup. As this occurs the sponge-like cells compress .023 millimeters to absorb the impact!

So what's the bottom line? It's simple. You walk on air. Literally!

Plus, if you think that's great... it gets better. See, my product has helped hundreds of people. Listen to what some of them say...

"Baron. Thank you! Thank you! Once again I'm playing football! It's like a dream come true!"
Gary S. Nincompoop
Podunk, KY.

"Dear Baron, I never thought I would ever get rid of my pain. God bless you. If there is ever any way I can repay you - just tell me. By the way, please send me 2 extra pairs. Thanks again."
Sally Drugbrain
Seattle, WA.

"Dear Baron, your product is better than sliced bread. How can I thank you enough? I have to stop writing now

because the tears are clouding my eyes and I can't see.
 Thank you. God Bless!"
 Nellie Nosavvy
 Orlando, FL.

And there's more. I've filed for world-wide patent protection and commissioned a small company to manufacture for me.

Why should you immediately get your hands on a pair?
 Because...

- 1) Oh, wow, heel cups are... one size fits all.
- 2) They weigh .07 grams each. You'll hardly notice you're wearing them.
- 3) They're coated with a special chemical to help prevent foot odor, too.
- 4) They measure 22.4 mm by 16.3 mm.
- 5) They have been thoroughly examined by an orthopedic surgeon, who certifies that they can in no way damage your feet - and are actually therapeutic.
- 6) They are made from virtually indestructible materials!
- 7) They come with a lifetime warranty!

Impressed? Want a few more good reasons? Good, when you wear Oh, wow, heel cups you can...

- * enjoy a pain-FREE life.
- * run around and jump in the air with excitement - like a five year old!
- * enjoy your sports again. Like running. Tennis. Golf. Racquet Ball. Football. Baseball. Whatever.
- * have the inner satisfaction in being able to stand in one spot for more than fifteen minutes without grimacing pain!
- * enjoy going to work again!
- * say, yes, next time your friends ask you to go hiking or skiing - instead of making excuses!
- * say, Oh, wow when you put them on and feel your pain disappear!
- * be FREE of the nagging pain monster once and for all

and enjoy the fulfilling life you so richly **deserve!**

Listen, I'm so over confident about all this, I'm going to make you the most unusual offer. In fact, you won't believe your eyes when you read it.

Here's my offer: send for my special Oh, wow, heel cups. Try them out. If you don't jump six feet in the air and scream, "Oh, wow!" just return them to me within 30 days and...

I'LL GIVE YOU DOUBLE YOUR MONEY BACK!!

That's right. Double!

Why? Am I crazy? No, I'm so confident I'm prepared to make you an offer only a fool would pass up.

Anyway, I have a pair right here on my desk reserved for you. All I need is your "go ahead," and I'll rush them right to you.

HERE'S HOW TO ORDER

Simply send \$19.95 plus \$3.00 shipping = \$22.95, to:

Baron Von Volkswagen
333 VW-Jetta street
Porscheburg, Germany 4446565

Sincerely,

Baron

P.S. Send for this scientists amazing mini-trampoline discovery and dissolve your heel pain - fast!

P.P.S. Imagine... no more pain? Walking, standing, running, playing your favorite sports? All without pain?

P.P.P.S. If you order within the next 10 days, you'll receive a valuable gift - FREE. What is it? It's a special report that tells you everything you need to know about heel pain. It's titled, simply, "What Your Doctor Will Never Tell You About Heel Pain!" You must read it!

And, lastly, there's no risk. You must be totally satisfied... or double your money back. Double!

You can keep your pain. Or get rid of it. You decide!

Whew! I'm done!

O.k., did you see how I followed the formula? Here it is again:

- 1) Get attention (headline).
- 2) Tell the reader why he should read this.
- 3) Say something important.
- 4) List all the features of what you are selling.
- 5) List all the benefits of owning what you are selling!
- 6) Tell the reader what your "Unique Selling Proposition" is.
- 7) Tell him where and how to order.
- 8) Tell him to order now!
- 9) Offer a bonus if he orders now!
- 10) If your product lends itself, tell a passionate story!

What did you notice about my P.S.? That's right. I repeated my headline in my P.S. Why? Because the first place you look when you receive a letter is at the headline. The second place you look is at the signature (to see who wrote to you). And then you look at the P.S. to decide if you're going to spend a few minutes of your precious time reading the darn thing!

Wanna know what my special P.S. formula is? Take note:

- P.S.- summarize your headline.
- P.P.S.- summarize the main benefits of owning your product or service.
- P.P.P.S.- Summarize your unique selling proposition and guarantee.

Listen, I wrote this letter right out of my head. It took me all of about ten minutes. I made everything up. Remember

though, when you write a real sales letter, everything you say should be true. Including testimonials.

Another thing. This sales letter didn't take any pre-thought on my part. I just wrote as thoughts came to mind. However, when I'm doing a real promotion, I will research the product to death. Sometimes for days. Then I'll just let everything mull around in my mind. Working. Germinating.

Then, it will come to me. Wham! The core selling idea. And everything that follows will revolve around this central idea. (Remember, the skeleton?)

Is this everything you need to know about writing cash copy? Nope, not by a long shot. But...

If you will apply these tested principles to your promotions (and forget all the clever, creative stuff), your sales will go right through the roof. Guaranteed!

Want a few more pointers before I wrap this chapter up?

When you sit down to write your ad (after the research and after the face-to-face presentations), write at 1,000,000 miles per hour. Write as fast as you can. Don't stop for anything. Get it all down. In one sitting. Why? Because when you write fast, you have enthusiasm! And passion, fine friend...

IS WHAT SELLS!

You can clean your ad up later. Fix grammar and punctuation afterward. But get your story, your exuberance down now because...

TOMORROW YOUR RIVER OF WRATH MAY BE DRIED UP!

Study ads that are repeated. They're the ones that are working. And do you know what else? Hand write them out. In other words, copy them (for practice only). Why? Because you will get a real feel for writing convincing copy. It's something you can never learn just by reading an ad. Do it.

Don't "type-set" your sales letters, either. Leave them in a typewriter style.

Furthermore, here's a list of must reading. If you're serious about making it in this business, do the following...

- 1) Read Scientific Advertising by Claude Hopkins.
- 2) Read Tested Advertising Methods by John Caples.

- 3) Read How to Write a Good Advertisement by Vic Schwab.
- 4) Subscribe to the Gary Halbert Newsletter. He's a real genius in the direct mail business. I've learned a ton from him. Call his office at 1-800-327-0028 and get the details.
- 5) Call Carl Galletti at (609) 896-0245, or write him at: 1 Paddock Dr. Lawrenceville, NJ. 08648. This guy has the "creme-de-la-creme" of mail order publications, including 1, 2 and 3 listed above. Seriously, contact him and get his catalog. Just do it!

And don't read another thing - until you have read the above. Why? Because most books on direct-mail marketing are total garbage!

And I'm not going to embarrass the authors by listing their names here. See, if you read the ones on my list first, then when you do buy a book that's full of you know what... you'll know it. The bottom line is: don't...

**LEARN THE WRONG STUFF IN THE BEGINNING
WHEN YOU DON'T KNOW GOOD FROM BAD!!**

How to Cash-in on my Experience!

Listen, good news: I've decided to share the results of actual tests I've conducted over the past few years with you!

This info is 100% authentic. The real Mccoy. And, if you pay careful attention...

**IT COULD BE WORTH
THOUSANDS AND THOUSANDS
AND THOUSANDS OF DOLLARS TO YOU!!**

Why? Because I have spent an untold fortune on these tests.

Every promotion is key coded. What does this mean? The answer is simple. If, for example, I'm running an ad in a magazine... I'll insert a department code into my address, like so:

Send payment to:
Lawrence Tabak Co.
Dept HAS10
208 Live Oaks Blvd.
Casselberry, FL 32707

I do the same for my direct mail promotions, too. It enables me to easily (and accurately) keep track of results. I know exactly how much each ad or mailing makes or loses...

TO THE PENNY!

Are you ready to get started with the first test?

I conducted a price test. Here's what I did:

I wanted to find out which of the following 4 prices would be the most profitable for me to sell my product at.

\$19.00; \$29.00; \$39.00; \$49.00

So what did I do? Simply this: I mailed the identical mailing piece (except for price changes) like so...

500 pieces went at \$19.00

500 at \$29.00

500 at \$39.00

500 at \$49.00

What happened? Can you guess which price was the most profitable?

Take a look. Here are my actual results.

Price:	\$19.00	\$29.00	\$39.00	\$49.00
Orders:	27	16	17	11
Sales:	\$513.00	\$464.00	\$663.00	\$539.00
Cost to fill:	\$189.00	\$112.00	\$119.00	\$77.00
Gross Profit:	<u>\$324.00</u>	<u>\$352.00</u>	<u>\$554.00</u>	<u>\$462.00</u>

Great-balls-of-fire! Can you believe the \$39.00 offer drew one more order than the \$29.00 one! One more. That's interesting, isn't it?

In this test, for this particular product, the \$39.00 price proved to be most effective. So that's what I went with.

In addition, I have found that these are the most profitable prices to use:

- 1) \$9.95
- 2) \$12.95
- 3) \$14.95
- 4) \$19.95
- 5) \$39.95
- 6) 69.95
- 7) \$95.00
- 8) \$195.00

So what's the bottom line? There's no point in charging say, \$29.00, when it takes the same amount of effort to get

the customer to part with \$39.95. You might as well charge \$39.95 because you won't get any less orders! Understood?

O.k., more tests.

Here, listen to this one: I woke up one morning with a pure brain-wave. I decided to do a mailing with a *central selling theme* on...

GAMBLING!

I wrote a long sales letter with the headline: "Are You a Gambler?" Then, in my body-copy, I cleverly told the reader that if he didn't buy my product he was just gambling.

And... if he wanted sure-fire results, he had better use my product. It was brilliant, the way I tied it all together.

Not only that. It gets better. See, I went to Wal-Mart. And what did I do? I purchased every box of playing cards they had on their shelf.

ALL 200 BOXES!

Then I instructed my staff to glue one playing card onto the back of every envelope before mailing them off!

Now, picture this: Mr. prospect gets my letter. And the first thing he sees is a playing card stuck on the back of the envelope. So what does he say, enthusiastically? "Wow! What's this? Let me see."

He rips it open - sees my lustrous headline - ploughs through my cunning copy - sees the benefits - and rushes me his cash!

Well, that's a nice thought. But here's what really happened: I mailed out 10,000 pieces and got back a whopping...

8 ORDERS!

I was crushed! Let's analyze: why did my mailing bomb?

1) Whenever you mail, make sure your envelope looks like a letter from a friend. If it looks like advertising, or anything else, it has a good chance of...

GETTING TOSSED IN THE TOILET!!

Your envelope should be plain-white, standard-size and have nothing on it except the addressee's name and address. Either typed or hand written!

If you want, you can place your address only, in the upper left hand corner of the envelope!

Why? Because...

**YOUR MAIN OBJECTIVE IS SIMPLY TO
GET YOUR ENVELOPE OPENED!**

And do you know what? When I think about it now... I imagine at least half the people who received my mailing simply threw it out without even opening it!

2) My headline stunk, too. "Are You a Gambler?" What does that mean? Where are my benefits? Where's the news? What incentive (or promise of benefit) is there for someone to read my letter?

Not only that. My headline was misleading. Some people might have thought my offer had to do with gambling. Or, even worse, how to cure their bad gambling habit.

Or maybe they thought I was selling a win-at-gambling system.

3) O.k., what else, seeing I'm running myself down here: I mailed my letters in window envelopes. That's another big mistake. Why? Because window envelopes significantly lowers your response.

In fact, I conducted another experiment in which I tested a window envelope against a plain-white "closed" envelope. And do you know what happened?

1) Window envelope = 15% response from mailing!

2) Closed, plain-white envelope = 22% response from mailing!

So what's the bottom line?

USE PLAIN-WHITE CLOSED ENVELOPES!!

Here's another test:

Letter #1: 4 pages. Printed on plain, white paper. Black ink only. Addressed as "Dear Friend,..."

Letter #2: 4 pages. Identical to the one above except it was printed on classic millstone paper (very expensive), and I ran it through my laser printer and imprinted the addressee's name and address on the letter, like so:

John Dow
222 Anystreet
Anycity, Fl. 445566

Dear John,

In other words, I personalized it.

And the results? Can you guess which one did better? The expensive, personalized one, right?

WRONG!!

They both pulled exactly the same response!

Do you see the value in testing? I test everything before rolling out. I don't care what my gut feeling tells me!

Here's another test:

I experimented using a "one-color" letter as opposed to a "two-color" letter.

The two-color letter (the more expensive one) outpulled the one-color, right?

WRONG!!

They both pulled exactly 2.3% response!

Here's another one: I decided to test by placing a stamp on the reply envelope. In other words, I was paying for the customer's postage if he ordered. And, I was making my offer very visible by placing a live, first-class stamp on the reply envelope.

The result: No increased orders!

Here's another test: I wanted to see which of the following two headlines pulled better.

1) "Can I send you a check for \$25.00?"

2) "REALTOR gets \$21,108 a month doing what you aren't"

As you probably already guessed, #2 won hands down.

Headline #2 pulled 122 orders. Headline #1 pulled only 78 orders.

Here's another very profitable little test I ran. I mailed only 326 letters and received 14 orders totalling \$979.30.

It only cost me \$130.40 to mail the 326 letters. And do you know what I did? I rolled out with this letter to 20,000 of my real estate customers and made a packet!

Here's a copy of that letter:

From: Lawrence Tabak
208 Live Oaks Blvd.
Casselberry, Fl. 32707

Monday 9:27am

Now For A Limited Time:

"Learn the Money Making "Sledge-Hammer" Secrets of a Business Brokerage Mastermind for JUST \$69.95!"

Dear friend:

Are you sick and tired of working weekends and evenings? For peanuts? If so, you'll love this letter...

Some time ago you contacted me about my "Big Bucks in Business Brokerage Training Program." The cost of which is \$265.00!

Anyway, for a limited time, I'm offering my new 130 page (large size) manual, called, "What You Always Wanted to Know About Selling Businesses, But Didn't Know Who to Ask," - for the ridiculously low price of just \$69.95! In it you will learn...

- 1) How to read and easily understand the financial statements of a business, so you will be knowledgeable - even if you have absolutely no prior experience (page 11).
- 2) How the business is actually transferred to the buyer - it's easy when you know how (page 29).
- 3) How to make any business more saleable - this little secret is worth it's weight in gold (page 39).
- 4) How to easily determine the value of a business, so that you will know which to list, and which to reject (page 45).
- 5) The secret to finding buyers and sellers, so you can make more money, faster (page 55).
- 6) How to take a listing on a business - exactly what information to receive, and how to ask for it (page 65).

7) How to "Package" the listing - this chapter is a real gem. It will literally line your pockets with money (page 85).

8) How to show the business to a buyer. You will learn step-by-step what to do and what not to do, so you can earn large commissions (page 89).

9) How to write a contract for the sale and purchase of a business so you get it accepted and can bank your commission (page 97).

10) What to do before, during and after the closing - including an exclusive checklist - to ensure you have successful closings (page 107).

11) Samples and explanations of all forms and agreements you need, so you can be professional and self-confident.

And a zillion other profitable concepts. But I don't have room to list them here.

Listen, if you're still not 110% convinced, just read this...

* There is far less competition, compared to real estate brokerage!

* 95% of businesses sell with seller financing. What does this mean? Faster and easier closings for you. And more closed deals, too!

* No more working evenings and weekends. As a business broker you work 9:00 to 5:00 weekdays only. And earn fat commissions!

* I have personally made a ton of dough selling businesses. In fact, to be precise, I took in \$126,651.00 in 6 months. I know what I'm talking about - to a tee! I can honestly show you what works and what doesn't, so you, too, can rake in mucho cash!

* People who duplicated my system made money. Like who? Take Mel Meshedijian, in California, for example. He took in over \$10,000 in just 2 weeks! And, if you put my methods into action, you can too!

* Information on business brokerage is limited. Franchises sell for +- \$45,000.00. Where are you going to find someone to show you all the ins and outs for just \$69.95?

* Often business buyers are new in town and need a home, too - allowing you to earn two commissions!

* Higher interest rates or the slowing of the economy won't necessarily affect you, either.

My amazing manual, "What you Always Wanted to Know About Selling Businesses, But Didn't Know Who to Ask," comes with a most unusual offer. And when I say unusual, I mean very unusual.

Send for my manual. Examine it for..

ONE FULL YEAR!!

Yep, 12 months. I don't play around.

If it doesn't exceed your expectations in every way... just return it and I'll refund your purchase price in full.

How's that for confidence?

Look, I have a crisp copy of my manual right here in my hot, little hands and it has your name on it. All I need is your "approval" and I'll rush it right to you.

Most Sincerely,

Lawrence Tabak

Lawrence Tabak, president

P.S. Learn the money making "sledge-hammer" secrets of a business brokerage mastermind for just \$69.95 - Guaranteed!!

P.P.S. Imagine what your friends will say when they find out you're making more money per week than they do in a month! And not only that. Wouldn't it give you piece of mind to pay-off all your bills? To have extra cash in the bank? For emergencies? To pay for your children's schooling? Or just to treat yourself once-in-a-while?

P.P.P.S. If you order within the next 10 days I'll include a valuable 12 page report that contains the hottest, money making ideas known to man. I have personally used these techniques to make a bundle.

In addition, you can order risk-free. Why? Because I offer an unconditional one year money-back-guarantee! So order now!

Chapter 12

Conclusion

The big moment has arrived! It's almost time for me to say bye-bye. But...

**IT'S ALSO TIME FOR ME TO TELL
YOU SOME TRULY AMAZING,
AND POTENTIALLY, VERY PROFITABLE NEWS!**

Once upon a time, a few years ago, there lived a marketing wizard by the name of Genius Jerry.

Anyway, one fine morning Genius Jerry hopped outta bed and was hit with a brilliant brain wave!

A "mucho excellenti" idea popped right into his fickle grey matter...

See, his wife, Stunning Sally, was a beauty expert. She had studied European beauty technology for many a day. She had a super-successful beauty business and a large following. In fact, she had a three month waiting list for new clients.

Back to the Genius' plan: Jerry decided that Stunning Sally would write a short book. One that would reveal amazing, "little-known" beauty secrets. The ones top models and film stars use.

"Look, correct me if I'm wrong," said the Genius...

**"WOMEN WILL BUY ANYTHING IF IT HELPS
MAKE THEM LOOK BEAUTIFUL, RIGHT?"**

Wanna know what else? That same morning, Cocky Jerry got the headline for his ad all worked out. Yes, even before he took his first mouthful of Corn Flakes!

Not only that. It got better. Jerry pictured hundreds of thousands of women sending him checks and cash for this beauty book! "Mmmmm... how sweet success tastes," he thought, as he devoured his cereal.

Anyway, Genius Jerry rushed excitedly off to his office (forgot to take the garbage out and got shouted at later by Sally) and hammered out the final details of the ad.

So what then? He got his proud master-piece (the ad) type set, and shot it off to four major magazines with checks totalling

about \$15,000. Instructions to run the ads as soon as possible were also enclosed!

Whew! Everything was moving along nice and swift. Until a scary thought hit home: "What about the book? I'm gonna have thousands of orders pouring in and I haven't got a book to ship," said the Genius. So what did he do? The answer is easy. He persuaded his wife to quickly write the book (using cash and gifts and whatever other bribes and blackmail were necessary). Then he had the book printed.

And, considering all the orders that were gonna be flooding in, the Genius printed up exactly...

8,000 COPIES OF THE BOOK!

At a cost of many thousands of dollars! Genius Jerry was now satisfied. The hard work was done. So now it was time to relax, suck down some expensive wine, take a short vacation...

AND WAIT FOR THE RUBLES TO ROLL IN!!

What about the orders? The hundreds of thousands? And all the money? Did it materialize? Here's what happened: a few weeks later... orders did start to roll in. Actually, I don't know if "roll" was really an appropriate word to describe the scene. I think trickle was better!

To make a short story shorter, Genius Jerry's ad campaign bombed so bad...

IT WAS LIKE THE ADS NEVER EVEN RAN!!

And the 8,000 books? Well, at least they were good for one thing...

COLLECTING DUST IN A STORE-ROOM!

Shame. This is an upsetting story, isn't it? Don't you feel sorry for the Genius? What's that? You do? Your heart goes out to him? You're devastated by this story?

Well, I hope so because Genius Jerry is...

ME!

I'm the idiot who dropped thousands and thousands of dollars down a big black hole. It hurts just to think about it. But do you know what? All is not lost:

Why? Because I learned a vitally important lesson: never roll out with your advertising until you have at least spent a few "small" dollars on testing first!

Here's my new advertisement. I'm about to begin testing.
Read it. Tell me what you think!



"127 Amazing Secrets Unleash the High Fashion Model Trapped Inside You"

Would you like your friends to say, "Wow! Is that you?" And when you answer, "Yes," would you like them to be speechless?

Would you like to be a Dazzling Dynamo?

Would you like to transform yourself into a *stunning, heart-stopping, "head-turning" beauty*?

If you answered, "Yes," to any of the above questions, then this may be the most important and exciting information you will ever read!

Here's what it's all about...

Many of the world's most breathtaking models and film stars are really not that special without their make-over. The truth is that they are, in fact, "experts" at doing their make-over. And I mean "expert!"

9 years in the make-over profession has taught me that "make-over techniques" can make a *huge* difference in the way you look. Really. Unfortunately, many women learn how to apply their make-over when they are 16 or 17 years of age, from a friend or a magazine article. And then they go through their entire lives without realizing their full potential. It's really a shame!

So how can I benefit? How can I look sensational from all this? Is that what you say? Good. I'll tell you. I've written an amazing new breakthrough book, called...

"127 Hottest Beauty Tips."

In it, I reveal:

- How to keep new wrinkles under control, and how to hide the ones you have!
- How to give your hair more body, so it shines and flows!
- How to give your skin look so soft and natural, it seems to "peel to you!"
- A simple remedy for *puffy* eyes!
- How to make your lips look sexy!
- How to avoid broken veins, and instantly cover-up the one you have!
- How to "glaze" large pores, so you, too, can have silky-smooth skin!
- How to quickly and easily make your eyes look sensational!
- 7 amazing make-over methods to transform you into a ravishing, sexy, eye-supper!
- How to immediately hide dark circles and bags under your eyes!
- How to cover up acne.
- How to make your nose appear smaller!
- How to make your lipstick stay on longer.
- How to make your eyes appear larger.
- How to create the stunning *high cheek bone*.

effect!

- 5 Amazing secrets that World Class Models use to make their faces radiate with passion!
- 4 Magical techniques that show off your best features and play down the rest!

And much, much more. In fact, there are a total of 127 beauty secrets in all. My amazing book shows you that

You Don't Have to be a World Class Model to Look and Feel Like one!

What's more, when you look incredible on the outside, you'll:

- Feel much more comfortable and at ease around other people!
- Make your friends green with envy.
- Heighten your self-confidence because you'll know that you really do look ravishing!
- Expel hidden insecurities trapped inside you about your looks!
- Feel all the tension drain from your body!
- Feel that your life has changed for the better!
- See your full potential realized!
- Get a fabulous inner glow-boost!
- Radically change the way that you see yourself, which will make you feel much happier within!
- Feel like a flower that truly has blossomed!
- Have a whole new look, and be totally in control of your life!

Now, I can't guarantee you that if you apply my special make-over methods you'll wake up in the morning and, by some miracle, be a World Class Model. Obviously, it would be silly for me to make such a promise. And even if I did, you probably wouldn't believe me anyway.

But what I CAN guarantee you is this: I'll show you how to easily...

Live Up To 10 Times More Beautiful!

For example, look at the *before* and *after* photos. Wow! Can you believe it's the same person? Golly, it's really amazing what make-over can do, isn't it?

I Don't Charge \$8,000.00 (Although I should!)

One Florida company, Fashion Faces by Jon Thomas Photography, for example, charges over \$200.00 to a *before* and *after* make-over (with a few black and white photos).

Another company in New York charges film stars over \$5,000.00 to do something similar!

That's what the experts charge for a few hours work. Which is fine, if you don't have a problem with that. As far as I'm concerned, if someone really can turn you into a million dollar beauty queen, who cares, without reason how much it costs?

It's worth it!

Anyway, the good news is that I don't charge anywhere near that much!

O.K., are you interested in transforming yourself into a sensual, romantic, "sparkling-eyed" beauty? Are you bold enough to lighten up your life and show off the "real you"? Are you ready to unleash the *High Fashion model* trapped inside you? What's that you say? You would love it! But first you want to know about the money back guarantee?

OK. Fair request. Listen carefully. I've decided to make such an *unusual* offer that you'd actually be a fool not to take me up on it. Really.

Get ready. Here it is: Send for my amazing new book "127 Hottest Beauty Tips." In addition, if you order within 14 days, you'll receive a surprise *FREE* gift worth \$10, so that you can look even more stunning. Also, you get an unconditional 12 month money back guarantee.

What's more (you'll love this), if for any reason at all you're not 100% satisfied, simply call my toll free number and let me know. I'll arrange for U.P.S. to come pick it up completely at my full expense, and I'll issue you with a full refund. You don't have to do a thing except dial my toll free number. How's that?

Oh, by the way, even if you do decide to call me to pick it up for a refund, the \$10 surprise gift is yours to keep absolutely *FREE*, irrespective!

What's that you say? You've heard enough and you would love to have it! Great. I have your copy reserved especially for you. It's right here on my desk. All I need is the "go ahead" and I'll rush it right to you!

Easy to Order

Here's how to get my new book.

Immediately send \$19.95 plus \$3.00 (for shipping) = \$22.95 to:

Million Dollar Make-Over

Dept.

1998 County Road 427 N., Suite 6

Longwood, FL 32750

Or do you want extra fast service? If so, call

1-800-748-EYES • Ext. 127

(9 a.m. - 5:30 p.m. Eastern Time) and order with your credit card.

Find out how 127 Amazing Secrets Unleash the *High Fashion Model Trapped Inside You*.

Just imagine your friends saying: "Wow! Is that really you?"

All orders come with an unconditional, full satisfaction 1 year money back guarantee!

All orders are shipped immediately via FIRST CLASS MAIL.

If you order within the next 14 days, I'll include a surprise gift worth \$10, absolutely *FREE*! Thank you.

Act Now!

This ad campaign pulled
in over \$300,000.00

ADVERTISEMENT

"REALTOR® Gets \$21,108 a Month Doing What You Aren't"

By Neville B. Levin - Special Feature Writer

ORLANDO, FL. - "In only 6 months I made 13 times the national average. A whopping \$126,650! And I can show any real estate agent how to do it," declares licensed broker, Larry Tabak.

I asked him how he did it. "I discovered an area of real estate where there's a lot less competition. It's greatly overlooked!"

On a trial basis Tabak is using his new materials to train agents how to duplicate his new system.

Already the results have been astounding. For example, one person in St. Augustine, FL, pocketed \$8,500 in 11 days. Then another from Los Angeles took in over \$10,000 in just 2 weeks!

Rich Gorski (of Mt. Dora, FL, active in real estate 8 years), reports: "This is the most exciting opportunity for Real Estate Professionals I've ever known!"

"Are interest rates going up? Will the stock market crash? Will my buyer qualify for his loan? Must I wait 6 weeks to close?" are questions Tabak says he was always asking himself. "Now," he adds, "I don't worry anymore. When I think of interest rates, it's to figure how much my CD's are making at my bank."

Tabak has discovered a highly lucrative - almost secret area of the business. Most importantly, it doesn't



L. Tabak

depend on outside factors. "I'm in control," he states, "and after you learn my formula, you will be too. I guarantee it!"

"I'm no smarter than you," he declares, "only, I have discovered an amazing wealth system."

"It's very similar to what you do now. Anyone can do it. The best part is that you don't have to quit what you are doing - just add to it! But when you start making it hand over fist, you will want to do it full time."

"This is not hype. No telephone techniques, commercial property, insurance, mortgage brokerage, or property management. Nothing like that. Those books you can get at your library," he insists.

"Look, there is no such thing as get rich quick. It takes time and work, but it's worth it. In fact," he adds, "I only want agents who are willing to put forth some effort to use it."

Tabak has offered to send further details to readers of this column. Send your business card or address to:

"Tabak-INFO"
Dept. 50RT
2600 Lake Lucien Dr., suite 200
Maitland, FL 32751.

Sending \$1 to cover shipping and handling is greatly appreciated but not required.

This ad campaign
pulled in over
\$200,000.00

A Successful BUSINESS BROKER shows you how to make \$10,000 a month, or more!

A successful business broker has agreed to work personally with several ambitious people for 12 months, on a trial basis, to show them how to earn massive commissions - in a hurry!

"Business Brokerage is highly lucrative because firstly," he states, "most businesses are sold with Seller Financing - that means fast closings with no hassles from banks, and secondly, there is simply a lot less competition!"

The sponsor of this unique program would like to offer this opportunity on a wider scale, but for now, his goal is to work hard with a small group of people to ensure that they achieve financial independence.

A minimal fee is required to enroll in the program and it comes with a no-nonsense money back guarantee.

If you are serious about earning \$100,000 a year, or more, write for a FREE brochure. Business Brokerage Consultants
Dept. BV11 1998 N. 427, Suite 6,
Longwood, FL 32750.

BUY NO BUSINESS

"Don't buy any business unless you know the secrets of business valuation," reveals expert business consultant, Ronald C. Bourret.

Bourret has been consulting with step-by-step instructions and selling businesses as a "If you want to successfully buy business broker for over 25 or sell any business it's about years. He says he has often been lately critical that you know a buyer save tens of thousands how much it's worth. But there of dollars on the purchase of a is not need to spend hundreds of business, simply because the even thousands on a business seller did not know how much it appeared. do it yourself! you can easily see worth."

Bourret just announced that For a FREE brochure write he has authored a do-it-your Business Brokerage sell business valuation in The Consultant - Dept. VDSJ kit shows you the secrets of 1998 N. 427, Suite 6 business valuation and comes Longwood, FL 32750

Here's another example
of a "two-step"
advertisement!
(this one bombed)

Look, what I should have done was run a little ad in a small (inexpensive) newspaper, and then if that tested out positive - only then should I have rolled out! But no. Not me.

What else did I learn? Never invest heavily into your product until you are sure you have a big winner!

What else? Your gut feeling means zip. You don't know what will work. I don't know. No one does! The only way to really find out if you have a good idea, for sure, is to put it under the noses of consumers...

AND SEE IF THEY BUY!!

So, don't ever ask a friend or a relative or your spouse or your dog or your cat or anyone whatsoever, if they think you have a workable plan. Why? Because how the goose-balls do they know! If you want to find out... test! Spend a little money on a well thought out experiment - then you'll know!

So why am I telling you this grueling, heartbreaking story? Because I want you to avoid the same silly mistakes I made. In addition, I want to make a very valid point to you: When I was starting out in the mail order business...

**I HONESTLY WISH I WOULD HAVE KNOWN A
HANDS-ON, "STREET-SMART" GUY -
LIKE ME, WHO I COULD HAVE
GONE TO FOR HELP AND GUIDANCE!!**

And that's the truth!

What's more, if I would have had a "personal mentor" to assist and privately direct me, I would have made my money a lot faster. And not only that: I would have had fewer "costly" mistakes, too!

Let's change horses and go onto something else. By this stage, I think you know who I am; my integrity; my reputation; what I've managed to achieve! In fact, I think it would be fair to say that you know me quite well by now. However...

I DON'T KNOW YOU AT ALL!!

I have no idea who you are. And that's no good.

Look, here's what I'm getting at: Would you be interested in having, possibly, a once-in-a-lifetime opportunity to...

**WORK WITH ME PERSONALLY UNDER MY
"DIRECT SUPERVISION" FOR A WHOLE
YEAR TO HELP ENSURE YOU
MAKE A BUNDLE OF CASH?**

You would? O.k., here's what it's all about: I have established a very private and exclusive organization for helping entrepreneurial-minded, hard working individuals. It's called the...

TABAK "INNER CIRCLE" CLUB!

What's more, no one can join without my approval. Why? I'll tell you in a moment. But first, if you are accepted as a member, I undertake the responsibility to work with you personally, and I'm talking about privately and individually for a period of...

ONE FULL YEAR - TO HELP YOU ACCOMPLISH YOUR GOALS!!

How does the program work? Good question. Read the following carefully. And slowly. Concentrate - like you are reading the last will-and-testament of a late, endlessly rich uncle and... you are the sole beneficiary. (You would read that sucker carefully, wouldn't you?)

If you are accepted into my "Inner-circle" club, and after you pay the required membership fee (I'll tell you about that later), I'll air-mail you a detailed questionnaire-form to fill out.

Why? So you can tell me all about yourself; your background; your hobbies; your skills; your interests; what you do for a living (or did); what your goals are; where you want to go - financially; what ideas for products you have (if any); and so on and so forth. Everything!

See, if I'm going to help you - really help you - I need to know as much about you as possible. If I don't, it will be the equivalent to me....

DRIVING MY CAR AT NIGHT WITH THE HEADLIGHTS TURNED OFF!

That's downright dangerous, isn't it?

Anyway, what happens next? As soon as I receive this questionnaire-form back from you, I'll study it. Hard!

Then I'll let things mull-around in my mind. For two or three days. Why? So I can work-out a game-plan for you. Namely: to determine what I think is going to make you the most money the fastest!

Then what? I'll call you on the phone. To tell you what I think. And feel.

But there's more. I'll make you take detailed notes on the game-plan. Then I'll begin to tell you specifically, step-by-step, what to do - - starting that same day - - so you can hopefully also make a lot of money.

Look at it like this: I supply the brains. You furnish the action and follow-through.

BUT I DON'T HAVE A PRODUCT?

Is that what you say? O.k., then look: I know you're concerned about that. But most people who join my "Inner-Circle" club don't have a product!

And, frankly, that's why they join!

See, when you send the questionnaire-form back to me with all your personal info in it, I'm very, very good at going through that stuff and coming up with a viable idea for you to market!

What's more, many times the idea I come up with may be something you are totally overlooking. Sometimes it's something obvious. Sometimes it isn't. But you don't see it. Why? Because you aren't trained the way I am. You haven't experienced what I have.

So listen, it doesn't matter right now whether you have an idea for a product or not. If you don't I'll help you to develop one. And I'll show you how to do it without spending one red cent!

Why am I so confident about being able to help you? Two reasons: others I've helped made a bundle. I'll share some of those stories with you later. Plus...

I have personally made an obscene amount of dough developing and mass-marketing my own products. Primarily information products. And I can show you how to do it, too.

See, you can create an information product on anything. Remember some of the examples I gave you earlier? Like...

You can show fat people how to lose weight. You can show balding guys how to stop their hair from falling out. You can show people how to use a VCR. You can show people how to buy a used car without getting ripped off. You can show people how to buy a yacht or a plane or a diamond. Or how to buy computers at dirt-cheap prices.

You can show people how to decorate their home. Or how to throw a party. Or how to buy a home. Or sell a home without paying a commission. Or how to make extra money. Or how to swim. Or how to discipline their children. Or how to get a job. Or how to get a divorce without losing half their estate.

Or where to put their cash so Uncle Sam never finds it. Or how to reduce their taxes. Or how to file their own tax forms. Or how

to be their own lawyer. Or how to lay tile. Or make toys, or nuclear war-heads. Or how to...

DO ANYTHING, ANYTHING, ANYTHING AT ALL!

The bottom line is: You are only limited by your own mind!

And, so, when you send the questionnaire-form back to me... I will help you to develop your own information product based on something that you are interested in - - that you can control - - where you will be in the key pivotal position of advantage!

Which is where you want to be. Why? Because I've been around long enough to know that...

**YOU WILL NEVER MAKE ANY MONEY PEDDLING SOMEONE
ELSE'S PRODUCT THROUGH THE MAIL. AND YOU ARE
DOING NOTHING BUT MAKING THEM RICH LIKE CRAZY!**

Believe me. I know.

Anyway, there are some ground-rules for my "Inner-Circle" members to follow. Here they are:

Lawrence, will you actually write my advertising and do everything for me?

Nope. If you want me to write your ad from the ground up, be prepared to pay me \$5,000.00 up-front plus 5% of your gross sales. That's my fee. I'm not negotiable. And...

I PROBABLY WOULDN'T TAKE YOU ON AS A CLIENT ANYWAY!

So if you won't write my ads from the ground up... then... what will you do? It's simple. I'll critique them. I'll guide you. I'll help you. In other words, as your consultant/mentor, I'll brainstorm with you and show you the secrets to writing cash-copy!

Listen, it's far better for you to write your own ads, anyway. Why? Because if I wrote them - you wouldn't learn a darn thing! And that's no good. I would much rather, by the end of 12 months, have you able to catch your own fish. Then you'll be able to feed yourself for life!

Lawrence, assuming I'm accepted into your program, if I wake up at 4:00am with a hot idea, can I call you at home to discuss it?

Uh uh. No way. My wife will kill you. Then she'll kill me! But you can call my office on any weekday between the hours of 9:00am to 5:30pm (East Coast Time). And yes, when you call...

YOU CAN SPEAK TO ME PERSONALLY - FOR AS LONG AS YOU LIKE!!

Pick my brain for ideas and marketing solutions 'till the cows come home! That's what I'm here for! Suck it all out! It's yours. I'm here to give you real, solid, workable help. I'm very serious about making sure that you achieve success in your life! And I hope that you are too, because if you ain't...

PLEASE DON'T ASK TO JOIN MY CLUB!!

Oh, here's something else. If you're accepted, I'll also give you a special, private "hot-line" extension to use when you call me. Why? It's easy. Your call will be "patched-through" to my office without any of the usual screening or run-a-round! *This makes me very accessible to you!*

Why should you have a personal mentor? One who's interested in you? Who wants desperately for you to succeed? Well, consider this analogy: there are two guys. One earns \$10,000.00 a year. The other earns \$400,000.00 a year.

Why, though? Why can't the \$10,000 man earn \$400,000?

There are many answers. Like, he doesn't have the drive; the ambition; the desire; the persistence; the goals; the intelligence; and so on. All of which are partly correct. But do you know what? I believe the real difference between these two fellas is...

**THE \$10,000 MAN DOES NOT YET KNOW
WHAT THE \$400,000 MAN KNOWS!**

Moreover, if you latched the \$10,000 guy onto the \$400,000 guy for a period of say... a year or so, and you said to him... "Now lookit: I want you to stick with this guy. Learn from him. Find out what he knows. Learn how his mind works."

Don't you agree that after some time the \$10,000 man will be able to make much more money?

OF COURSE HE WILL! IT'S OBVIOUS!

Why? Because his mind will now be opened-up to possibilities that, beforehand, he never even knew existed! And that's what it's all about. In fact, recently, I caught a plane just to take someone out to lunch. It cost me several hundred dollars. But do you know what? It was one of the "cheapest" luncheons I've ever had. Why? Because what I learned was worth thousands of times that amount. And the point I'm making is...

**I ALWAYS JUMP AT THE CHANCE
(EVEN IF IT'S EXPENSIVE) TO LEARN
FROM SOMEONE WHO IS MAKING MORE MONEY THAN ME!!**

Yes, L.T., I agree. But is this mentoring program right for me?

Well, it basically boils down to your level of seriousness! See, if you are very serious about making a bundle of cash in direct mail marketing...

I CAN ALMOST ASSURE YOU THAT YOU WILL BE SUCCESSFUL!

Here's why: the business of direct mail is like fishing in many different ponds. Every time you spend just a few tiny dollars to test a product; or an idea; or a magazine; or a list...

YOU'RE FISHING!

And... it is also a fact that many times these ponds will have no fish in them! If that's the case, before you spend a lot of time, money or effort, you simply reel your line in and you go on to another pond.

Now listen, if you keep casting your line into these ponds... eventually one of them will have fish in it. And when it does...

**YOU BRING IN YOUR BIG NET AND CATCH EVERY
ONE IN NO TIME FLAT!**

That's how you make a killing in this business!

Now do you see why I want to know how serious you are? It's because I know that if you are deadly serious, like I am, you will keep casting your line into those ponds until you find one crammed with fish. And when you do... you'll make more cash than...

THE SAUDI ROYAL FAMILY!

However, if you're not so serious, then this is what will happen: you'll try an idea; or a product; or a sales letter; or something... and if it doesn't work you'll get despondent.

But maybe you'll even be brave enough to try one more test. And if that doesn't work... I know for sure...

**YOU'LL THROW IN THE TOWEL. SAY, "DIRECT MAIL SUCKS."
AND CONTINUE TO BE THE SAME SORRY LOSER YOU ALWAYS WERE!**

Which is fine by me. Just don't ask to join my special program because...

IT'S ONLY FOR SERIOUS PEOPLE!

More Rules.

Lawrence, I understand that this "Inner-circle" consulting is going to be done primarily via telephone and mail, but... if I'm ever in your neck-of-the-woods, can I pop in for a visit?

With pleasure. I'm located on the north-west corner of highways 17-92 and 436, in Casselberry, Florida, in the Live Oaks Business Center - directly opposite the post office!

What's more, we can go to one of my favorite restaurants for a bite and talk up a real marketing storm!

Lawrence, once I'm accepted can I telephone you 10 times in one day if I need to? Yes, call me as often as you want. I'm here to help you!

What if you're out eating lunch, or touring the latest attraction at Epcot Center when I call you?

Good question. I'll call you back (on my dime) as soon as humanly possible.

Can I call you collect? Nope, you can't. You call me on your dime. If I'm out, however, as I said I'll return the call on my dime. Why no collect calls? Because I'd have to charge a lot more to join my elite "Inner-circle" club. And I don't want to do that! Fair enough?

Can you guarantee I'll become a millionaire?

No, that would be silly. In fact, I can't guarantee you of anything - other than my devoted, single-minded consulting for 12 months. I really am here to help you. If you are serious and follow my directions I can take you further than your wildest dreams ever imagined. But remember, it's up to you to follow-through and do the work!

After 12 months are up, what then? Can I renew for another year if I want?

Yep, you may!

Hey Lawrence, are you going to run after me and call me every second day to see how I'm doing?

No, I ain't. Why? Because it's physically and mentally impossible for me to do that. It's up to you to call me on a regular basis - preferably weekly. I'm here waiting to help you - just a phone call away - whenever you need me.

Think of it like this: I'm your...

DIRECT HOT-LINE TO "MARKETING-HEAVEN"!!

Seriously. Just one "insider tip" you receive from me could easily pay for your membership... one hundred times over!

Just one! In addition, when it comes to making your bank account detonate through the roof, I have the experience to make it happen!

Lawrence, will you accept anyone into your exclusive "Inner-circle" club who pays the membership fee?

No, I want to make this clear. So there's no misunderstandings. This entrepreneurial club is not for everyone!

In fact, if you send me a cashier's check for the amount I'm asking I'll send it straight back to you!

Why? Because I don't need your money. I have already dragged in more cash using direct mail than any sane person could want. But, more importantly, I only want to associate with positive, hard-working, success minded people. And if you aren't one...

I WILL NOT, UNDER ANY CIRCUMSTANCES, ALLOW YOU TO JOIN!!

End of story. Here's why: there are some people who go 'round with a big chip on their shoulder. They think the world owes them something. They blame all their troubles and failure on others. These people aren't looking for an opportunity. What they want is a "Magic Pill" that makes money fall from the sky.

I sincerely hope you are not one of them!

Now, I must confess, I have another reason for only wanting positive, open-minded humans on my team:

See, working with entrepreneurial, enterprising, assertive people benefits... ME! I'm not such a big-shot I can't learn from anyone else!

O.k., so tell me Lawrence, how are you going to "screen" me?

The answer is easy: fill out the application form at the end of this chapter and immediately shoot it off to me in the self-addressed envelope provided. As soon as I receive it, I'll look it over and take all your information into consideration. If I think you're qualified, and if I approve your application, I'll call you. Why? To make arrangements for you to pay the required membership fee. That's all there is to it!

Actually, let's back-up a second. There's a real hidden benefit to you, too, in having this screening process. What is it? If I accept you into my elite "Inner-circle" club, it means I

believe you have what it takes to become a super wealth mogul! So if you are accepted, wouldn't that be nice to know, eh?

Yes, Lawrence, I don't need to hear anymore. I'm in. Where do I sign? Where do I send my check?

Sorry, maybe I didn't make myself clear. You can't send me any money now. Seriously. First, shoot the application off to me so I can see who you are. Then I'll immediately let you know what my decision is, o.k.?

What if you become ill? Or what if you take a vacation? What then?

Tough luck. You wait for me to get well, or to return. That's all. Incidentally, I very rarely go away for more than a few days at a time (usually, if I do go... I'll be sailing for a day or two in the Gulf of Mexico).

And what if you get run-over by a bus tomorrow?! Or what if you become ill and never get well. Or what if... say... something unforeseen happens and you can't consult with me! What then?

Again, it's tough luck. You lose. That's a chance you take. But... realistically... in all likelihood... this is probably not going to happen. I just want you to know what the rules are.

After I've joined, how much money do I need to get started?

Good question. Normally, to do a test, it will run you a few hundred dollars. I never advocate spending more than a thousand dollars to test anything! No matter what. But it all depends on what you're testing. And I can't answer your question properly until I've reviewed the questionnaire-form you are going to fill out - after you join.

What's more, it is possible to get started with a few hundred dollars. Test something. And if your test is positive... you can "snow-ball" your promotion, by reinvesting profits, until you are doing massive mailings - like me!

Can I pay the membership-fee in installments?

Nope, that wouldn't be fair to the others who paid up-front. I accept checks, cash, money orders, Visa, MasterCard, Amex or Discover. Take your pick.

Let's summarize quickly... If I accept you into my club, here's what happens:

Step 1: You pay the required membership fee.

Step 2: I express-mail you a detailed questionnaire-form to fill out.

Step 3: You complete it with as much personal info as possible and rush it back to me.

Step 4: I brainstorm this info. Hard.

Step 5: I call you on the phone with a "game-plan."
And then I tell you, specifically, what to do. Starting that very day!

Step 6: We begin to work together over the next 12 months and I can...

- ** show you how to easily develop your own product for FREE - if you need one. And then how to create a dynamite direct mail campaign that could make you rich beyond belief!
- ** show you proven and tested marketing methods that can explode your profits like a laser guided bomb!
- ** show you which are the hottest mailing lists and magazines to use. I've already experimented with them. This piece of advice can be more valuable to you than the entire cost of your membership!
- ** let you in on all my "inner marketing secrets!" And show you why "high-priced" ad agencies may be dangerous to your wealth!
- ** show you which newspaper is my "secret-test-weapon." You can test with it unbelievably quickly and inexpensively!
- ** teach you a technique to "beef-up" any sales letter, so your response can go through the roof!
- ** reveal 2 little-known ways to tell in advance if a mailing list is hot!
- ** show you three, simple, neat, easy ways to "manufacture" your own Unique Selling Proposition!
- ** let you in on the biggest and costliest mistake most people make in direct mail!
- ** share my "black-box" theory with you, and explain how to profit like a lunatic from it!
- ** reveal how to get a huge discount when you buy magazine space - up to 60% off!
- ** give you step-by-step, individual and private telephone consultations. Just you and I. So you can

take full control over your life and have the admiration of your friends and family, to boot!

- ** show you the 3 hottest ways to use 900 numbers for big profit!
- ** give you a method I developed whereby, if you're an M.L.M. freak, I can show you how to profitably sell an information product, and at the same time create a river of prospects eager to join your downline! And... it won't cost you a penny to have all these hot sods contact you! Wouldn't you like to know about that one?
- ** give you 12 full months of jam-packed, honest to goodness help, energy, and effort on my part, to help make your bank account as fat as a house!
- ** help you stay "on-track" as you begin to implement your sure-fire plan!
- ** become your personal "mentor!" And give you moral support, understanding, and my friendship!
- ** put you in direct contact with the best people in the business. Letter shops. Printers (wholesale). List brokers. Media buyers. Photographers. You name it. I've got it!

Lawrence, this sounds amazing! But do you know what? How 'bout some proof? Who exactly have you helped?

Good point there. But before I answer your question, I have something else to say...

I am not pulling the wool over your eyes. I am telling you exactly what you will and will not receive! These are the rules of my "inner-circle" club. If you are accepted, and you join, you must abide by them!

Just like a lawyer gives you legal advice, or a doctor gives you medical advice... I am giving you marketing advice. And you are paying for one year of it. In advance. With no guarantees of success.

Further, I accept no liability for any money you spend on advertising, or anything whatsoever. I also accept no responsibility for the legal or tax consequences of your business. You play the game at your own full risk!

Not only that. I'm not a "magic-pill" you can swallow to solve all your problems. The fact of the matter is: I've been hugely successful developing and selling products through the mails. And now, through this mentoring program, I'm willing to share my

expertise and "inside-secrets" with you. However, it's up to you to get this information, and follow through with action!

Another thing. If you're completely out of money, don't look to me as a "savior" - - a "last-ditch-hope" I'm not. If you have to pawn your wedding ring, raid your pension plan, sell your body for sex, cut back on your child's lunch-money, or auction your furniture to do this, then... please don't ask to join.

It's simply not for you. In other words...

IF YOU CAN'T AFFORD TO LOSE - DON'T PLAY!!

Why am I telling you all this? It's simple. To avoid any kind of misunderstanding later on. That's the way I operate.

Moreover, I would rather under-promise and over-deliver, rather than the other way around. O.k., now for the proof you were asking about. Here's what I've been told:

- 1) Larry Weeks netted \$9,150.00 in 60 days on his promotion!
- 2) Warren Bridges is now mailing 50,000 letters a week thanks to my help. (And took in over \$180,000.00 in the last 6 months.)
- 3) Dr. Gullo netted \$30,000.00 in 10 days. Read his letter in the front of this manual!
- 4) Kim Moore pulled over 6% with his test. He's rolling out!
- 5) Michael Mears pulled 4.5 times his ad cost on his test. He's starting to roll out in Parade Magazine - 33,000,000 circulation.
- 6) David Dunn's grossing \$150,000.00 a month selling "how-to" videos!
- 7) David Fisher netted \$20,000.00 in 4 weeks selling "how-to" reports to the medical profession.
- 8) Pam Larson's promotion is working like gang-busters. She's rolling out in Weekly World News - 1,000,000 circulation weekly!
- 9) Richard Campbell, owner of National Software Corporation, doubled his sales in 60 days!
- 10) Kenneth L. Faulkner used one technique I gave him and he now has 10 times more business!
- 11) Richard Stavrakis gained 288 new customers in 3 days!
- 12) Waymond Williams cleared \$7,000.00 with his promotion.

13) Steve Dodge made \$35,000.00 in 90 days!

Want more?

"...Lawrence Tabak is a master teacher. I have attended seminars with him. I have heard him speak. I have consulted with him at his offices. I have studied his books. Nobody practices the principles of wealth building better, nor teaches them more enthusiastically and successfully than he. You want to be rich? You need to know Lawrence Tabak!..."

John W. Lane
Formerly president and Chairman of Midland
International Corp. - - world's largest CB radio marketer

Formerly Senior Advisor to the President of Uniden
Corporation, Tokyo, Japan and Chairman of the Board,
Uniden Satellite Technology Corporation - - the largest
home satellite TV marketer in the U.S.A.

International Marketing Consultant around the world.

What's that? What about Lawrence Tabak? What has he done recently that's impressive?

One guy in Sanford, Florida paid me \$75,000.00 for my marketing help. In fact, in 24 months I have been paid over \$850,000.00 as a consultant.

I've had so many successful marketing campaigns of my own... it boggles the mind. Need an example? I recently mailed over 3,000,000 direct mail letters on one of them.

I've taken in millions of dollars!

And if that's piqued your interest, then listen to this: I was recently invited to speak at a marketing seminar where attendants paid over \$4,000.00 each to attend (excluding hotel and air-fare).

Plus, I've authored five books and created so many famous space and direct mail ads I can hardly keep track.

What kinda ads, exactly? Two little ads I ran in the real estate magazines recently pulled in more than \$500,000.00.

Want another direct mail example? I mailed 24,500 letters to a list that was so "on-target" I netted over \$50,000.00 in less than 4 weeks! Then I mailed 35,000 letters to another list... and I netted \$44,000.00 in the same time frame!

Again... on and on I could go with more of this stuff. But I think you get my point, which is...

I'M GOOD AT WHAT I DO!

And that's why I'm so convinced I can help you to pocket a ton of dough!

What's that? How much does a one year membership to my "Inner-circle" go for? 'Cause you want to join my fiesta? Real bad?

Fair enough. It's only \$1,950. And it's dirt-cheap at the price!

Listen, what can you do with \$1,950 anyway? Can you retire on it? Can you even invest it into something you can retire on?

And if you had \$10,000.00 in the bank or you had \$11,950... would you really be any richer? When you dig right down to it... I don't think so.

In fact, to tell the truth, I'd rather be stone cold broke, or even in debt up to my eye-brows, than exist off a meager little savings account! That's no security. And, friend...

IT SURE AS BEANS AIN'T "LIVING!"

So what am I saying? Simply this... invest a little money into yourself. Have a chance to work with a real player. So you can change the way you make your bank deposits, if you know what I mean?

Give yourself a chance to live the life you deserve!...

AND (WITH A LITTLE HELP) THE LIFE YOU ARE CAPABLE OF LIVING!!

But wait. It get's even better. Why? Because I offer a...

NO-RISK MONEY-BACK GUARANTEE!

Here's the deal: you have 10 days from the date you are accepted (beginning the day I receive your payment), to call me on the phone and try everything out. You can call me to discuss your game-plan, your ideas, your feelings, whatever you want. Pick my brain. Get to know me. Get comfortable with me. And get all your questions answered.

I've designed it so that you should be able to fill out my detailed questionnaire, send it back to me, and get your first consultation session within this 10 day period!

In other words, if you don't drag your feet, I can give you your "game-plan" - your "action-plan" while you are still in your safety-zone!

Anyway, if you aren't totally convinced - - even for one minute - - that I'm for real; that I can help you make hundreds

of times your investment... then... just ask for your money back. It will be cheerfully refunded. So there's no risk to you whatsoever during the 10 day free trial.

Look: are you tired of plutskering around with silly gimmicks? Do you want to learn, personally, from a pro? How to "jump-start" your bank account with a 10,000 giga-volt boost? Yes, you do? O.k., then get ready for what could be... the ultimate ride of your life!!

Mail the application form back to me immediately! Do it now!

Most Sincerely,

Lawrence Tabak.

Lawrence Tabak

P.S. I'm trying to arrange my schedule right now. I need to have an indication of whether you're interested in joining. So please, no matter what your decision, I'd really appreciate it if you would shoot the application form back to me right away with your answer.

P.P.S. Because I'll be working with you personally, for obvious reasons, I must strictly limit the number of members - I can only take about 150 people a year, which isn't many. What does this mean? It's simple. If you don't want to be left out...

GET YOUR APPLICATION OFF IN THE MAIL TODAY!!

Do it now!

Last P.S. I have a favor to ask. Please do not check block "A" on the application - unless you have already decided this program is for you! See, I'm not going to sell you on the idea of doing it. Why? Because I feel that after reading my book, if you can't see the benefit in working with a guy like me, personally, for one whole year, then this club is simply not for you. And if you have any reservations... any hesitations... please do not check block "A".

Last, last P.S. Please check block "A" only if you have the \$1,950 available in your bank account. Or only if you are able to put it on a Mastercard, Visa, Amex or Discover. In other words... do it only if you are ready, willing and able!!

A Program of the Better Business Bureau

We Participate



A Program of the Better Business Bureau

CUT AND MAIL TODAY!!

Please tear this page out, fill in the appropriate information, and shoot it back to me in the self-addressed envelope right away. Why? Because I need to know what your intentions are as soon as possible. So I can plan my schedule accordingly.

Please check only one of the appropriate blocks A, B or C below. Check block "A" only if you are as serious as a heart-attack! And only if you have the funds available!

"A" [] YES! Lawrence, this is unbelievable! It's just what I need to get on my feet and make a ton of dough!

I'm very keen to participate in your exclusive "Inner-circle" club. There's no question in my mind that having your personal mentoring and private counselling will enable me to be "highly successful" and make wads of cash!

I also understand that there is absolutely no risk to me whatsoever. Why? Because you offer a FREE trial. If for any reason at all I'm not happy, I can simply request a full refund within the first 10 days!

I'm very serious about my future. I'm prepared to do whatever it takes (within the bounds of high ethics and good taste, of course) to make it!

Plus, I'm hard-working and honest!

So if you accept me into your elite "Inner-circle" program, I do have the \$1,950 available. And I'll be paying by:

[]check []cash []money order []Visa []MC []Amex []Discover
(you must check one of the above)

I've filled in my personal information on the reverse side of this form. Please look it over and get back to me with your answer as soon as possible. Thank you!

"B" [] Whew, Lawrence, golly, this is great. I'd give my eye-teeth to join your exclusive "Inner-circle" club. Heavens, I'd love to. I can see how working with you personally could easily change my entire life!

But as much as I want to, unfortunately, I just don't have the funds available right now. I'm really sorry, and I'm dripping with envy at everyone else. Please stay in touch with me, though!

"C" [] No, Lawrence, I don't want to join your special mentoring program. I'm not concerned with my financial life. I'm content to stay where I am. And, frankly, I don't see any benefit in associating with you personally. You can count me out!

Everyone please complete the section below:
Your comments about this book (please be kind):

Everyone, please fill in this section below:

First Name: _____ Last Name: _____

Street: _____

City: _____ St: _____ Zip: _____ Best time to call _____

Day phone: (____) _____ Evening phone: (____) _____

Only complete this next section if you checked block "A" on the reverse side. And only if you have the required funds and have already decided to join!

APPLICATION FOR MEMBERSHIP TO THE TABAK 'INNER-CIRCLE' CLUB

1) When you are confronted with a problem, do you go to others for the answer, or do you try to figure it out for yourself? _____

2) Have you ever sold anything for a living? _____ If so, what? _____

3) Do you believe that financial security is a "good job" and a "savings account," or do you believe that it is "knowledge" and "know-how"? _____ explain: _____

4) Generally speaking, would you consider yourself to be a happy person? _____

5) If not, please explain? _____

6) Please give two references:
_____ phone: (____) _____
_____ phone: (____) _____

7) Do you make friends easily? _____

8) When you are confronted with a new idea, do you look at why it won't work, or do you focus on making it work? _____

9) Do you consider yourself to be dedicated and hard working? _____

10) Do you think you have leadership qualities? _____

11) Are you mentally ready to make a lot of money? _____

12) Do you think that you deserve to be wealthy? _____

13) Do you like to learn from someone who truly knows? _____

14) If you are accepted into this elite "Inner-circle" club, are you willing to give it your best effort? _____

15) Do you think "success" is (circle either "a" or "b" below):
(a) 80% hard work, 20% luck? (b) 20% hard work, 80% luck?

16) Do you have the persistence to stick with a project and see it through to the end? _____

Please mail this form back to me without delay. Thank you!

**Lawrence Tabak Co, Dept. IC.,
208 Live Oaks Blvd. Casselberry, Fl. 32707**